

# PRIN<sup>J S Briggs (9)</sup> INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 18 SPRUCE ST., NEW YORK.

VOL. XI.

NEW YORK, NOVEMBER 7, 1894.

No. 19.

## Ten Papers For Every Dot

A map of St. Louis, showing  
the complete city carrier cir-  
culation of

**THE REPUBLIC** and the

**GLOBE DEMOCRAT.**

The names of all carriers and  
the number of papers delivered  
by each carrier will be forward-  
ed free to any address by

**THE REPUBLIC,**  
**St. Louis, Mo.**

# ATLANTIC COAST LISTS

They Take The Palm.



**84%** of these papers are either the **only** papers in their respective towns or are published at County seats.

**61%** of these papers are the **only** papers published in their respective towns.

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**A MILLION HOMES.**

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ONE ELECTROTYPE DOES IT.

*ATLANTIC COAST LISTS.*

134 LEONARD ST NEW YORK

GRALAN

# PRINTERS' INK.

A JOURNAL FOR ADVERTISER

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1863.

Vol. XI.

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## LAWYERS AS ADVERTISERS.

*By One of Them.*

Lawyers have the advantage of doctors in being permitted to advertise. But the habits and traditions of the profession are so conservative that they have not ventured to use the smart or familiar modes of inviting patronage common to other occupations and pursuits. For them the ordinary matter and expression of a business card define the limits of an "ad." Even the professional divorce lawyers, the black sheep of the fold, draw it very mild in comparison with standard usage among advertisers.

Lawyers' "ads" could not, in any circumstance, become of a bizarre or striking character. So far as the patronage enjoyed by a lawyer is legitimately obtained and exercised, his position and practice depend upon personally formed connections and the opinion entertained of his experience, abilities and character by people in need of legal services. In the case of Smith, the shoe man, or Brown, the grocer, the goods he has to sell stand first in popular thought and interest; but what the lawyer sells is his personal qualities. A litigant who wishes Robinson for his lawyer, wishes him because he *is* Robinson, and he is not to be contented by assurances that what Jones, another lawyer, has to sell him is quite as good as he can get from Robinson, if not better.

It is not likely that the standing cards which lawyers keep in the newspapers—usually country journals—are directly profitable. Some advertise in that way because other lawyers at the county seat do it, and they don't like to feel obscure by absence of their names from what is, in effect, a county or neighborhood directory. Others do it because they believe the editor will appreciate the little patronage bestowed and may reciprocate, upon occasion, in the news column. Others, again, are willing in that way to help support a local newspaper. Others, still, deem

it valuable to keep their names and profession constantly before the people of their vicinity, for the chance of being thought of whenever a lawyer should be needed in a family. All these are good reasons for having the card in the paper, and go to support the theory that there is logical ground for whatever is habitually and generally done, though the explanation may not lie on the surface.

But because lawyers are excluded by the nature of their business and circumstances from rivaling other trades in the advertising columns proper, it does not follow that they are insensible or indifferent to the benefits of advertising. On the contrary, they are as keen as actors and actresses in getting and keeping their names before the public. They take to politics, they seek legal or political offices, they aspire to be interviewed upon legal questions connected with any matter of popular interest discussed in the press; they turn cases in which they are engaged into newsy paragraphs, in which their own names form a necessary part of the story. They are glad to appear as correctors or expanders of news items regularly turned in by the court reporters, but since the dogma of infallibility has been adopted in the practice of newspapers their opportunities in this field have become quite limited. Sometimes they "get there," as in this recent example from an evening journal in a large town:

### COUNSEL IN THE CASE.

Through an inadvertent error, the *Star's* account of the Glennan-McDevitt case in the police court yesterday was incorrect in the statement of the counsel employed. The attorneys were as follows: For the government, Assistant District Attorney Mullowney. For Dr. Glennan, Messrs. Ralston & Siddons and Mr. J. W. Glennan. For the McDevitts and Douglas Taylor, Messrs. J. J. Johnston, R. Newton Donaldson and Creed M. Fulton.

This correction goes further than the nature of the "inadvertent error" required, but one must admire the prudence, as well as fairness, of the city editor, in being careful to publish over again the names of the entire ar-

ray of counsel engaged in the *cause célèbre* which led to the original publication. The amplitude of the amendment insured seven broad smiles on as many legal countenances, instead of sour discontent on six of them.

The reading notice has not wholly escaped the appreciative attention of the legal profession, but it has not been used by lawyers to the extent that one might expect. For them it is the ideal form of paid advertisement. Appearing in the guise of an utterance by editor or reporter, it affords an unrivaled opportunity for horn-blowing. No lawyer would dare openly to proclaim his ability to wool judges or cajole juries, for his boasting would defeat its object; but what might not be cleverly insinuated of his habitual success in those directions in a reading notice? That is, however, on condition that no ear-marks of an advertisement should appear about the item. Perhaps the difficulty of disguising the real character of a reading notice is the cause of its neglect by pushing lawyers, as of its virtual abandonment by advertisers generally.

The legal profession, like other trades, has become so specialized that a lawyer now has room allowed him for something like graphic expression in his advertisements; but of that branch of the subject more anon.

#### TAR HEEL ADVERTISING RATES.

Mr. J. W. Bailey, a Raleigh correspondent of the Charlotte, N. C., *Observer*, in that paper, issue of Oct. 14th, makes the following comments on the comparative rates that it costs an advertiser to reach the people of different States. Except Idaho and Arizona, says the *Observer*, North Carolina is the hardest field for the foreign advertiser.

PRINTERS' INK for September contains an advertisement of rates that the Rowell Advertising Agency offers for each State in the Union; and they are not only interesting in a general way to newspaper men, but they point out some facts that every public-spirited person should think of. If they did nothing but reveal that, next to Arizona and Idaho, North Carolina is the hardest field for foreign advertising—that it costs more to tell a North Carolinian of a good thing than any citizen of any State, save those mentioned—study of them would not be profitless.

The advertisement referred to begins thus: "We will insert for you a ten-line advertisement, giving 5,500 daily circulation in Alabama for 84 cents, equivalent to 1.52 cents per line for a thousand circulation," and runs down the alphabetical list of States, keeping the same words, changing only the

figures, as follows: Arizona, 7,000 daily circulation, ten lines one dollar, or ten cents a line; Arkansas, 2,250 daily circulation at 5.55 cents a line; California, 65,226 daily circulation at .30 of a cent a line; Colorado, 12,638 daily circulation, .40 of a cent a line; Connecticut, 12,542 daily circulation at .66 of a cent a line per thousand, etc. It is not necessary to quote all the various State rates, but there are a few others that will be helpful. In Georgia the rate is .58 of a cent a line; in Iowa 1.25 cents, Massachusetts .10 of a cent, in Minnesota .32 of a cent, in Mississippi 4.44 cents, in Missouri  $\frac{1}{2}$  of a cent, and so the figures rise and fall according to the amount and desirability of circulation, the influence of the former decreasing the pro rata, that of the latter increasing it, and according also to the number of advertisers. Of the three influences North Carolina has only desirability, and consequently Rowell can offer only "1,300 daily circulation in North Carolina for one dollar, equivalent to 7.69 cents per line." South Carolina is rated at  $\frac{1}{2}$  cents, Virginia at 1 cent, and Tennessee at  $\frac{3}{4}$  of a cent a line per thousand circulation. Such States as Florida, South Dakota, Utah, Washington, West Virginia and Oklahoma Territory are enabled by the size of their domestic subscription and advertising patronage to quote rates to foreign advertisers at one-third the North Carolina rate. Surely they are less desirable, but not to that extent.

The figures quoted show a rapid decline of the pro rata as the circulation increases. This is because increase of circulation not only increases the income from subscriptions, but also nullifies the advertising patronage away beyond the pro rata decrease. For instance, Rowell offers 180,000 circulation in New York State, ten lines, \$3.00, or .16 of a cent a line. According to the North Carolina rate the price of ten lines in 180,000 circulation would be about \$12.75 instead of \$2.00. It is not necessary to say that the New York publisher's profit at .16 of a cent is incomparably greater than that of the North Carolinian at 7.69. The New Yorker's circulation increases advertising, which, in turn, enables him to decrease subscription price, and thus increase his patronage in both circulation and advertising, decreasing the pro rata of each.

Advertising patronage is the salvation of the daily paper, but back of it all there must be subscription patronage. The latter is fundamental; the former essential.

It is a pity that North Carolina has to stand along with Arizona and Idaho and hold up a rate that drives away the cash-paying, comforting foreign advertiser.

#### SIGNS OF THE TIMES.





Frank Stockton  
has given both  
of his new stories,  
with the quaint titles  
of "Love Before Breakfast" and  
"As One Woman to Another,"  
to THE LADIES' HOME JOURNAL

( The best literature  
means the best readers )

The Curtis Publishing Company  
Philadelphia

NEW YORK :  
1 Madison Avenue  
(Mr. E. W. Spaulding)

CHICAGO :  
508 Home Ins. Bldg.  
(Mr. Thomas Balmer)

AN ABSURD PREJUDICE COMMON  
TO NEWSPAPER PUBLISHERS.

Office of "THE NEWS,"  
JOLIET, Ill., Oct. 25, 1894. }  
Editor of PRINTERS' INK :

An examination of the Geo. P. Rowell Advertising Co.'s four-page ad in the October 3d issue of your journal proves decidedly interesting, both from the standpoint of the advertiser and the newspaper publisher. I had hoped additional advertising along the same line might appear in subsequent issues, but it seems the list of October 3d is the one given special preference.

From it one may gather a good idea of the relative value of the several advertising mediums named. The Rowell Agency offers to insert a page ad one time in any two or more of some 110 papers, the net rate per paper ranging from \$25 to \$700. Now, if the Rowell Agency can contract for these prices, it naturally follows the publishers must receive a rate even lower, for assuredly the agency is not in business for fun. Its commissions must be forthcoming.

Just how far the Rowell Agency is justified in giving these rates such publicity is a matter for the papers themselves to determine; but let us see how the rates and papers compare. Take the \$25 list; twelve papers are named. But four of these have a sworn circulation, according to that recognized authority, the American Newspaper Directory. The lowest circulation is that of the Crawfordsville, Ind., *Journal*, 1,170, sworn to, in a town of 6,089 population. The highest is that of the Youngstown, O., *Telegram*, between 4,000 and 7,500 claimed, in a city of 33,250 people. Giving the *Telegram* 5,000 circulation would make the ad in their paper cost \$5 for each thousand issues. If this is a fair price in a city of over 33,000 population, what can be said of \$25.36 per thousand issues in a city over five times as small?

Fifty dollars seems to have been the popular rate, for 39 papers are named under it. Only fourteen have sworn circulations. The Charlotte, N. C., *News* makes affidavit to 1,300 circulation in a city of 11,537, while the Montreal, P. Q., *La Patrie* swears to 8,000 circulation in a population of 216,650. The publishers of the Canadian paper must be chagrined to learn that while the Charlotte *News* commands \$19.23 per thousand issues, they can get but a fraction over \$3 per thousand—less the agent's commission, of course. When publishers who make regular sworn statements showing a good, healthy circulation find their rates publicly shown to be but one-half, or one-third, or one-fourth, or even one-fifth those of papers which simply "claim" an inferior circulation, their gray matter must be sorely troubled, indeed. And the home merchants! What must they think of these disclosures? Can a paper which has been getting \$10, \$15 or \$20 for each thousand issues on page ads from home merchants successfully withstand their demand for a reduction in rates, in the light of a published confession that a lesser rate will be accepted? They cannot take refuge behind the usual agent's commission, because the discrepancy is too great.

The list runs the same way all through. Even the \$200 fellows are just as bad. The Albany, N. Y., *Times-Union*, with a sworn circulation of 17,000, is classed alongside the Augusta, Ga., *Chronicle*, which only "claims" a circulation of between 2,250 and 4,000.

In the \$150 list, the Toledo, O., *Blade*, with a sworn circulation of 15,171, finds a berth

with the Watertown, N. Y., *Times*, having simply a "claimed" circulation of between 2,250 and 4,000.

In the \$200 list, the Cleveland *Leader* and *Morning Herald* swear to a circulation of 12,755, while the Albany, N. Y., *Morning Journal* captures a seat in the same bandwagon with a "claimed" circulation of between 4,000 and 7,500.

The \$300 and \$400 sections show the same discrepancies. For instance, in the latter class, the Pittsburgh, Pa., *Freiheits Freunde*, circulation of between 7,500 and 12,500, and the Philadelphia *Times*, circulation of between 40,000 and 75,000, jog along together.

Of the whole list of 110 papers, but 37 have sworn circulations. The balance are "claimed" circulations, in one way or another, and almost without exception range considerably higher than the figures backed by affidavits. Considering the overwhelming prominence of the former, the papers with "known circulations" are at somewhat of a disadvantage, but it is to be hoped the shrewd advertiser will be able to sift the wheat from the chaff.

Coming home on this subject, the Joliet *News* is a pioneer among those papers which have for years furnished advertisers detailed sworn statements of circulation, and since Feb. 24, 1892, it has not been below 5,000 copies any day. Furthermore, we deem the rates quoted by us on this business equitable and consistent with a circulation of that extent. Yours for fair rates and honest circulation figures.

THE NEWS CO.,  
W. O. Hodgdon, Mgr. Foreign Adv.  
Joliet, Ill.

A majority of publishers seem to be ashamed to have lower prices quoted for their paper than are demanded for some other paper that they think not any better, even if as good. It will be observed, however, that whenever a comparison is made as to what paper charges least for each thousand circulation, the one getting lowest in price is always the best and most prosperous paper. Some one in one of Shakespeare's plays asserts: "I can call spirits from the vasty deep," and his companion retorts: "Ah! so can I, but will they come?" The application is pat. Any publisher can ask any price he chooses for his advertising, but it is only the publisher of a good paper that can get the business at the price.—[Ed. PRINTERS' INK.]

## ADVICE ON PAPER.

Post yourselves, you *Advertisers*,

Do it, these *Times*, with *Dispatch*.

In the *World* be enterprising,

*Press* of business thus to catch.

Advertising *Herald's* riches,

Brings the *Sun-rays* of success,

*News* of profits with the order

Coming by *Mail* and *Express*.

## GREAT AND GOOD.

PRINTERS' INK, the greatest journal devoted to newspapers and advertisers, in the world. —  
Springfield, Ohio, Sun, Oct. 16, 1894.

# Which One?

Of the papers printed in this metropolis, which one is most thoroughly read, digested and enjoyed? "It's dollars to dough-nuts" your reply is

## THE SUN

That being so, no other medium compares with "The Sun" as a means of exploiting your wares in its advertising columns.

## A Million Dollars

is a large sum of money, yet it is just the amount that one of the readers of PRINTERS' INK will spend for advertising next year. There are more than 20,000 readers of the "Little Schoolmaster," people who read every page of every copy and then keep it for reference. Not all of them have a million dollar appropriation at their command, but they do have their hundred, fifty, twenty-five, ten and five thousands, and the aggregate amount is immense.

## A Share In It

you can have. Why not? An advertisement in PRINTERS' INK will be read by 20,000 and odd advertisers. They will consider carefully every point you set forth, think over the matter and decide in your favor. There is no better way to reach them.

**GEO. P. ROWELL & CO.,**

**10 Spruce St., NEW YORK.**

**J. FRED WRIGHT,**

**219 Monroe Street, Brooklyn, N. Y.**

**Writer of this.**

TWENTY-SIXTH ANNUAL VOLUME.

# American Newspaper Directory

— F O R —

# 1894

*ISSUED APRIL 30th.*

This work is the source of information on Newspaper Statistics in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, population, local industries, name of county, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class, Nationality, etc.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription price.

It gives the Date of Establishment.

It gives the Circulation.

It gives a complete list of all newspapers in each County, arranged by States.

It gives a separate list of all papers rated in the body of the book with a circulation of over five thousand.

It gives a list of all Class Publications (Religious, Agricultural, Trade, in Foreign Languages, etc.), with a complete index.

It also contains many valuable tables and classifications.

**The price of the AMERICAN NEWSPAPER DIRECTORY is Five Dollars—net cash. If delivered by mail, 30 cents extra is required for postage.**

No reduction or commission is allowed to any one.

As the most important portion of the information supplied by a mercantile agency consists of a report of the financial strength of the person about whom information is asked, so is the circulation of a newspaper generally considered the point upon which information will be of most value to the advertiser. The greatest possible care is taken to make the DIRECTORY reports correct. Every publisher is applied to systematically. All information is taken in a form which excludes any but definite statements; while every effort is made to protect honest publishers against such as would resort to disingenuous reports to gain an unfair advantage.

Address,

**Geo. P. Rowell & Co., Publishers,  
10 Spruce St., New York.**

This is a case where the prophet is NOT without honor in his own country. It is believed that

## THE WASHINGTON EVENING STAR

receives a fuller measure of local support—both in advertising and in circulation—than any other paper in the world.

For example: for the first two weeks of October, with no "boom" whatever, its advertising averaged 51 columns per day, evenly distributed through the week, THE STAR having no Sunday issue.

Of this amount less than three columns daily was what is known as "foreign" advertising.

Local advertisers find that space in THE STAR is profitable to them, and use it freely.

New York Representative:

L. R. Hamersly,  
Potter Building.

THE NEWSPAPERS  
OF NEW ORLEANS, LA.

*By Gregg Boorman.*

The city of New Orleans is divided into two distinct towns by Canal street, north of which lies the old city, or "Frenchtown," many of whose inhabitants, it is said, have never passed its boundary line, while south of it is the American, or "up-town" section. Canal street is thus naturally the main mercantile thoroughfare of the city. Upon it are located, with two or three notable exceptions, all of the large department stores and important retail establishments. All lines of street railway from every direction terminate there. This makes it an ideal street for a retail business and presents marked benefits to those who make their trade announcements through the papers. A shopper who is guided by the advertisements of dealers can within a distance of a few blocks examine every bargain mentioned in the columns of the city press.

New Orleans has two English morning papers and three evening publications. The morning papers are the *Times-Democrat* and the *Picayune*. Both stand exceptionally high in a news and literary sense and are widely quoted. The coloring of their columns, aside from the regular press dispatches, is strongly local, which arises from the fact that the city is far removed from any other large center of population. This I consider a benefit to the advertiser, as it combines in the medium all the advantages peculiar to a local paper having a large and general circulation.

The field covered by the New Orleans papers may be roughly stated as the entire Gulf region. To be more specific they monopolize the reading public to the exclusion of other metropolitan papers in the States of Louisiana, Mississippi and a half of Alabama. They circulate quite largely in Texas, where they meet St. Louis publications, as they do also north at about Memphis.

New Orleans has a population of about 275,000, and the field covered by her papers about 3,500,000.

The evening papers are the *States*, the *Item* and *Truth*, all of which, except the latter, publish a Sunday edition. The evening papers are by circumstances limited to a city circulation. The most important seems to be the

*States*, as it is the only one using the press franchises. It is also the only New Orleans daily furnishing a statement of its actual circulation. According to the American Newspaper Directory its average daily issue last year was 12,060. It is growing.

The *Item* is a live, aggressive and somewhat sensational sheet and devotes much space to local questions.

All of the New Orleans papers sell for five cents a copy and thus go to a constituency that is able to spend money with advertisers. The local firms are liberal buyers of space, which they, as a rule, in my opinion, would use to better advantage than they do if they were careful students of PRINTERS' INK. Their announcements are not as attractively displayed as they ought to be. This, however, gives a really attractive advertisement more prominence than it otherwise would have. Foreign advertisers are also large patrons of both morning and evening mediums.

If I were to advise an advertiser regarding the placing of business in New Orleans I would advocate giving the *Evening States* a small portion and dividing the bulk of the appropriation equally between the *Times-Democrat* and the *Picayune*. I know of no city in the world where only two metropolitan papers cover so large and so rich a territory so completely.

#### A USEFUL FEMALE.

"THE CASSVILLE REPUBLICAN."  
GEO. E. HARRIS, Editor.  
CASSVILLE, Mo., Oct. 16, 1894.

*Editor of Printers' Ink:*

Did the *National Tribune* from which the

Did the *National Tribune*, from which the inclosed is clipped, intend the young lady

enclosed in clipped, intend  
call attention to the Scatru

Did the *National Tribune*, from which the inclosed is clipped, intend the young lady to call attention to the Century War Book? because that is what she did in the writer's case.



Geo. E. Harris.

## THE WOMAN AD SOLICITOR.

*By Lottie Germain.*

The reason why so many women fail as advertising solicitors and agents is because they have no conception of the meaning of the word "time" as applied to business people.

There is lots of money in it, more than in almost any line of work connected with publishing, and a woman starting out to make a living for herself in this line of work must come down to business principles at once and forget that she was ever entitled to more courtesy than is shown from man to man.

A business man's time is counted by the minutes, each one of which is worth so much money to him. When a woman, no matter how attractive, makes her way into his private office and takes up so much of his valuable time that he is either compelled to give her what she wants or treat her with a rudeness he is not accustomed to doing, she gains very little in the long run. A small order, given under these circumstances, closes the door forever after against her.

But, on the other hand, if she asks and is granted an interview, a few well chosen, terse sentences, stating her errand, will, if it does not get the order at once, make a good impression, and, in all probability, the second visit will do much more. I do not mean that one visit is to suffice for all time, but by a liberal use of tact, and a constant remembrance that a business man's time is worth so much to him, much may be gained; at all events what one cannot accomplish that way it is almost impossible to get any other way.

To show exactly my idea I will relate an incident, which was told me, of a busy woman who earned a very fair income by getting advertisements for one of New York's dailies.

She had been working at it for nearly six months, when she was told one day to go and see a prominent linen dealer of Twenty-third street and try if she could get an order from him.

She had heard of him as being a queer, cantankerous individual and extremely hard to approach, and she knew if she stated her errand she would not be able to see him at all.

So, assuming a confidence she did not feel, she went boldly up to the store one morning and seeing a floor-walker

stepped up to him and said, in an "acquaintance-of-long-standing" sort of voice: "Has Mr. C—— come down yet? I have looked all over the store and cannot find him."

"Oh, yes, miss," the man answered, thinking she was an old friend; "he was in his private office, over there, a few moments ago."

"Thanks, very much," she answered, "I will go over and see him a minute then," and she walked deliberately over and into the office where he was sitting.

Now she simply trusted to her good luck to get a satisfactory interview, and, stepping up to the desk, she said, as sweetly as possible: "Good morning."

"Good morning, young lady. What do you want?" he said gruffly.

"Only to speak to you a moment if you are not too busy," she answered with some trepidation, for he seemed a very tough customer to begin on.

She had been told before going that no one else had ever been able to get anything from him, so it was a matter of pride with her to succeed.

"My time is worth five dollars a minute," he said very decidedly, as if that settled the question, "and I cannot afford to waste it. Good morning."

She felt that it was now or never. She had just received her week's salary and had it in her pocket.

"Very well, sir," she answered promptly, "I will take three minutes, if you please."

Taking out her pocket-book and watch she put three five dollar bills on the desk and her watch open on top, and sitting down on a chair beside him she began to talk.

She says he looked up in astonishment, with a smile on his face, and when the three minutes were up by the watch she had obtained an order for several weeks, and made a friend of him, which stood her in good stead many a time. Of course he did not take the money, and she knew he would not, but she caught him by her promptness and did a good stroke of business.

She said, though, that she would have paid the money like a man if he had taken it, and considered the order she secured cheap at that.

When that contract ran out she would go around early in the morning and by a business-like way of bustling in and out again, if he seemed too busy to talk, she got many an order from him,

and when she went on another journal, which she eventually did, he put the business with her, thus aiding very materially her importance to the other people.

If a woman would only remember that time is money, and not think because a man will receive her with courtesy and attention, that he likes to have her sit and talk and talk, and does not condemn her afterwards, she would make a much greater success in the business world than she has done.

It is easy enough to learn if one only realizes the position to take and keep.

#### MANY, AND YET ONE.

If there is anything in a name, the Sing Sing *Courier*, Yonkers *Blade*, Peekskill *Home Journal*, New Rochelle *Life*, Mt. Vernon *Echoes*, White Plains *Weekly*, Westchester *Critic* are all entitled to be regarded as weekly illustrated newspapers. Practically, however, they are nothing more than so many editions of the *Harlem Life*, a journal conducted by Milliard J. Bloomer, 116 West 125th street, Harlem.

In reply to the writer, Mr. James Gaylor, Assistant Postmaster of New York, stated that all these journals were entered at his office under their various titles as second-class matter. He remembered that some inquiries had been made when the privilege was applied for, and they were found to be entitled to it.

In the *Newspaper Directory* publications of this character are given but one description under the title of the paper printed in the town they are mailed from, with the additional information that the paper "issues special editions for neighboring towns." The circulation rating is for all editions combined.

Although the Post-Office Department lists all such papers under their separate titles, while the *Directory* catalogues them under the title of the home paper, the Post-Office and *Directory* both agree on one point, namely, that every paper, regardless of the title it bears or where it is dated, must be identified with the town where it is printed and mailed as second-class matter.

The following instance will show how strictly this rule is observed by the *Directory* as well as the Post-Office authorities:

During the revision of the 1894 edition of the *American Newspaper Di-*

rectory, it was noticed that the Jenness Miller *Fashion Monthly*, a New York magazine, dated at New York and Washington, was mailed at the Washington, D. C., Post-Office. Accordingly the description of the paper was transferred from New York to Washington, D. C. No sooner than the *Directory* was published, information was received that the publication office of the magazine had been removed to New York, for the only reason that the Post-Office Department would not allow the paper to be printed in New York and mailed at Washington.

No doubt many publishers would find it convenient to mail separate editions of their publications at various Post-Offices, but it seems they are not allowed to do so.

#### THE PAST IS SECURE.

"THE COSMOPOLITAN MAGAZINE,"  
Business Department.  
IRVINGTON, N. Y., Oct. 30, 1894.

*Editor of Printers' Ink:*

DEAR SIR—In your issue of October 24th you speak of the record of the *Cosmopolitan* for the past twelve months as affording no guide to the editions for 1895. Strictly speaking, that is true, and yet it constitutes the only data available for an advertiser who wishes to judge of the probabilities for the coming year. One or two months' record does not mean permanent circulation, else the *Cosmopolitan* might point to the phenomenal sales of its World's Fair editions. But, if you will consider the *Cosmopolitan's* advances along five or six years, and then take its average edition for the past twelve months, you get, it seems to me, a fairly accurate insight into the probabilities for 1895. Here it is:

From 20,000 copies at the beginning of 1889 it advanced to an average of 52,916 copies during 1890—an increase of 164½ per cent.

From 52,916 in 1890 it rose to the average of 74,750 in 1891.

From 74,750 in 1891 it rose to the average of 101,333 in 1892.

From 101,333 in 1892 it rose to the average of 149,215 in 1893.

From 149,215 in 1893 it rose to the average of 202,750 in 1894.

Our December edition for this year being 250,000 copies.

With this to guide us, we guarantee our advertisers an average of 208,333 copies per month during 1895. May we not fairly hope from such a record that our December, '94, and January, '95, editions, which are to be at least 250,000 copies each, will be the figure for the whole of 1895? Now, if these facts do not constitute a basis for gauging the probabilities for 1895, will you tell your many careful readers what does form a basis for properly estimating the future circulation of any periodical? Yours sincerely,

HORATIO PAGE,  
Manager Advertising Department.

It may not be safe to judge the future by the past, but there exists no better guide.—ED.

In a community like that of the city of New York, where the population ascends by almost indistinguishable gradations from beggar to millionaire, and where the methods of gaining a living are innumerable, it is impossible for an advertiser to primarily select a certain portion of the community as his own particular field. At first he must necessarily appeal to the community in general, pitching his announcements to meet the ear of those whom he believes to possess sufficient means to become his customers. By constant experiment in this conjectural field, he can by experience ascertain its possible extent, and learn more or less perfectly what are the fads and necessities of the people with whom he is endeavoring to promote a traffic. But despite the teachings of the most extensive of experiences, an advertiser can never adopt a fixed standard for gauging the wants of the buyer *en masse*; every advertisement is an experiment, and an experiment that deals with the most changeable and volatile of elements—the public fancy.

The most powerful agent that can be brought to bear upon the individual to induce a purchase of merchandise for wear or adornment is undoubtedly flattery. The individual accepts it as tribute to his own conception of his personal appearance or worth. But it is useless to flatter the multitude; for each individual hastens to reject a universal compliment as too common, and aspires to distinction by placing his person outside of the body so complimented. Again, nothing is so profitless as an appeal to thrift in the individual, nothing so powerful as an appeal to thrift in the multitude. A man will reject with scorn an insinuation that he is to be benefited by economizing in the matter of dress. Nine-tenths of us are only too anxious to have the world believe that we are, if not extravagant in the matter of dress, at least able to buy the best. But when some one in an advertisement appeals to the thrift of the community, or offers to save it money by disposing of merchandise at a low figure, we will unhesitatingly and unselfishly admit that it is a good thing for the public, and a commendable move on the part of the seller; at the same time we would scorn to take open advantage of the opportunity to obtain a cheap article. As a community we are willing to encourage thrift and close buy-

ing, but for our personal wear we want a hat with a Dunlap or Knox label.

A study of the clothing store announcements in our city papers will show that some of our advertising writers are unfamiliar with this peculiarity of the metropolitan buyer, and are continually playing upon the wrong side. They twang the string of economy day after day. They appeal to the individual as a buyer, who is looking for clothing at a ridiculously low figure. All this shows a most lamentable knowledge of urban human nature.—*Clothing Gazette.*

#### THERE ARE OTHERS WHO AGREE WITH HIM.

Office of "THE EVENING POST,"  
Charleston's Representative Newspaper.  
CHARLESTON, S. C., Oct. 27, 1894.

*Editor of PRINTERS' INK:*

I note the following in a recent issue:

##### COMMERCIAL USAGE.

*In every business transaction, through a broker, the commission is paid by the seller. It is the law of trade.—PRINTERS' INK, Oct. 20, 1894.*

The "Law of Trade" does not apply in this case at all, according to my way of thinking, owing to the fact that as a general thing a broker should try to gain as good a price as possible for what he sells in order to increase his commission, but my experience with advertising agents has been that they try to beat the poor newspapers out of as much as possible and give the advertiser the benefit. An agent should strive to increase, as far as possible, the business of the individual or firm he represents, and I have yet to see or hear of the agent, with the exception of special representatives, who has the interest of the newspaper and not the advertiser in view.

There are others who agree with me, and I should like to know how some of your readers regard the matter. What have you to say?

Yours, respectfully,

G. J. LUHN, Bus. Mgr.

It is not the broker's business to get all he can for the goods he sells—but to make the sale. He cares more about being sure of some commission than he does about the size of a problematical one. If he can induce the seller to take a lower price, it is just about as well for the broker, as to induce the buyer to pay a higher price. The special agent is the man whose business it is to sweeten the advertiser, if the advertiser needs anything of that sort, and the special agent is master of the situation; for if the advertiser applies at the home office he gets referred back to the special agent. In the case of the general agent, however, it is quite different. When the advertiser applies to the home office and says that the general agent asks \$50 or \$100 for a certain service, the home office

immediately replies: "Well, we will allow you the agent's commission and thereby reduce it 25 per cent," and the general agent when he knows about this generally has a feeling very much as if he had been left out over night in the cold. The general agent is the advertiser's friend. The special agent is the publisher's servant. Advertisers and publishers both realize this condition of affairs. It is admitted on all sides. It is a very good condition too, and no one has any fault to find with it.

◆◆◆

THE following exceptionally brilliant statement appears in the columns of a contemporary that devotes its pages to the bettering of the dry goods trade:

"Money judiciously expended in advertising comes out of the pockets of neither the advertiser nor his customers."

To the logically balanced mind the statement contained in the quoted sentence will possibly appear sophistical, but a close analysis of its propositions will show that it contains the germ of an amazingly valuable discovery. For if the statement that "money judiciously expended in advertising comes out of the pockets of neither the advertiser nor his customers" be accepted, we have at last mastered the long-sought-for secret of how to obtain something for nothing. To know that this touchstone is at last ours, would indeed be joyous news to all who buy or sell wares, if the discoverer of the secret had not qualified his statement by the introduction of that chilling term—judiciously. By it he leaves us to suppose that money injudiciously expended does come out of the pockets of either the advertiser or his customers, and that, therefore, the only kind of advertising that costs anybody anything is bad advertising.—*Clothing Gazette*.

◆◆◆

#### WORTH LYING FOR.

The advantages of being the first city in population cannot be overestimated. It is an advertisement all over the world. It attracts capital and a thousand other benefits.—*New York World*.

Chicago sees the point, but Chicago papers are opposed to all advertising except by circular.

◆◆◆

You may work and worry and  
Study and think,  
But you can't do business  
Without printers' ink.  
—*Duquesne (Pa.) Observer*.

#### PROGRESS.

Advertisements with reading matter on three sides are common, but here is the first one we have ever noted with reading matter all around.



*Brooklyn Times*.



It is an advertisement of Geo. C. Flint & Co., furniture dealers, in the *N. Y. Times* of Oct. 24th.

#### A SURE WAY.

He advertised a brand new scheme,  
"How to make your trowsers last."  
For fifty cents he'd tell the plan—  
Demands came thick and fast.  
And this reply he promptly sent,  
"Twas but a cruel jest,  
The postal card bore but one line—  
"Make first your coat and vest!"

#### BUT LOSE ALL.

"A fool and his money"—you know  
the rest,  
It applies to merchants many,  
Who advertise without advice  
And never make a penny.

#### DO IT NOW.

"Never put off till to-morrow"  
What can best be done to-day.  
Don't assert in tones of sorrow  
Advertising does not pay.  
Try it now, be enterprising,  
Put your ad in right away,  
And you'll find that advertising  
Will unquestionably pay.

◆◆◆  
Lives there a man who doth not feel  
A pleasant feeling o'er him steal  
When in cold type, clear-cut and dry,  
His advertisement meets his eye?

## DR. PIERCE'S BUREAU.

WORLD'S DISPENSARY AND  
INVALIDS' HOTEL.  
BUFFALO, N. Y., Oct. 27, 1894.

*Editor of PRINTERS' INK:*

I submit the inclosed correspondence, thinking that possibly you may deem it of sufficient interest to your readers to be worthy of a place in your valuable journal.

Possibly it may strike you that a bureau such as Mr. Knapp suggests would also be of value to the advertising agent, as well as to advertisers and publishers.

Yours truly,

R. V. PIERCE.

"THE ST. LOUIS REPUBLIC,"  
Established 1808.

CHAS. W. KNAPP, Pres't & Gen. Mgr.  
ST. LOUIS, Mo., Oct. 23, 1894.

*Dr. R. V. Pierce, World's Dispensary, Buffalo, N. Y.:*

DEAR SIR—My attention has just been drawn to a report of remarks made by you at the recent convention of druggists held in New York. While the extract which comes to me would seem to indicate that your references to the advantages the manufacturers and wholesale dealers of proprietary articles would derive in their dealings with newspapers through organization and united action were meant to be more jocular than serious, I find one suggestion which, it seems to me, you and other large advertisers might well carry out in perfect seriousness. May I not take the liberty of explaining why I think you could well act seriously on the suggestion you may have made with no very definite intent?

The point which, it seems to me, merits your deliberate consideration is the suggestion that a combination of the kind you were referring to could exact from publishers much more trustworthy information in regard to the real circulation of their publications than is now obtainable.

I am sure you are right in this, and I believe that the time has about come when the leading advertisers of the country could well afford to take up some form of united work to this end. It is entirely practicable to make a thorough and conclusive verification of newspaper circulation, if the work is done in the right way. Of course the trouble now is that no one advertiser is ready to undertake a task which is in some respects difficult, and which in any event requires a certain order of expert capacity which is not naturally the qualification of an advertising manager. If a number of advertisers will unite together and employ a capable and well-informed man, versed in newspaper methods, there is no reason why they may not gather absolutely correct and exhaustive information about the circulation of any newspaper ready to give them the facilities for getting facts. My object in writing you is to urge, as you have made the suggestion along this line, that you take the matter up seriously. I can assure you that more than one of the leading publishers of the country stand ready to second you in any effort of this sort. I am enabled to give this assurance, because within the last five or six months I have submitted a suggestion of somewhat similar kind to several publishers. Among these were Mr. Victor F. Lawson, publisher of the *Chicago News* and *Chicago Record*, and Mr. Frank S. Noyes, publisher of the *Washington Star*, both of whom expressed their perfect willingness to join me in making up a syndicate of newspapers, each of which would contribute a fixed sum

per annum towards meeting the expenses of a bureau created and controlled by a committee of advertisers, which would make a specialty of examining and reporting upon the circulation of newspapers. All in all, however, it would be better if such a bureau were wholly free from any direct connection with the newspapers whose circulation would be examined.

Hence I am availing myself of your remarks at the Druggists' Convention to urge you to do something in the way of developing the suggestion that was made.

You may count on the active co-operation and assistance of a number of the leading newspapers of the country if you will initiate the work I am urging upon you. Every newspaper publisher who makes a full and truthful statement concerning the circulation of his paper appreciates the importance of having an equally complete and truthful showing of the circulation of the publications with which his own is in competition. A bureau of investigation, organized as I have suggested, would find few newspapers unwilling to permit an examination to be made. Hence, the bureau could collect complete data as to competing media. This is something that is not obtainable now. Of course you realize if any newspaper were to refuse access to its records and facilities for a thorough examination as to its circulation, the very refusal would in itself afford negative information of very considerable value.

Renewing my earnest appeal to you to go on with the suggestion instead of dropping it,

I remain, very respectfully yours,

CHARLES W. KNAPP,  
Pres't and Gen'l Manager.

## WORLD'S

DISPENSARY AND INVALIDS' HOTEL,  
BUFFALO, N. Y., Oct. 27, 1894.

CHAS. W. KNAPP, Esq., Pres. and Gen. Mgr.  
St. Louis Republic, St. Louis, Mo.:

DEAR SIR—I am heartily in accord with the suggestions advanced in your esteemed favor of the 23d inst.

Such a bureau of information could be made of inestimable advantage to all the great advertisers, and also to all publishers who have valuable advertising media, and who would be willing to afford the facilities for investigation necessary for a committee to arrive at correct conclusions.

As you remark, it would be best that such a bureau of information should be managed and controlled by an association of large advertisers, so that their work might be fearless and independent of all undue influence which might be brought to bear upon them in the interest of dishonest publishers.

However impractical my suggestions made in my annual address before the Association of Manufacturers and Wholesale Dealers in Proprietary Articles may be deemed to be, as you have well said, this particular feature of the co-operative work therein advised can, if sufficient large advertisers will join therein, be carried out, and to the great benefit of all concerned.

That this subject may be brought conspicuously to the attention of advertisers and publishers as well, I will take the liberty of submitting your letter, with its valuable suggestions, to the publishers of PRINTERS' INK and the *Fourth Estate*, two publications which, as you know, are largely read by both advertisers and publishers. Yours truly,

R. V. PIERCE.

♦♦♦  
THE West Bay City, Mich., *Independent* is published "For your good and our profit."

## A MAGAZINE TEMPEST IN A POSTAL TEAPOT.

The staid and sober Post-Office Department at Washington seems to have been much stirred up of late over the fortunes of the *Cosmopolitan* magazine. The first disturbance of the Department's equanimity was caused by the discovery that the magazine had removed its publication office from New York City to Irvington-on-the-Hudson, but omitted to comply with the general rule regarding the place and frequency of publication, and a memorandum of its entry as second-class mail matter, to be printed in a conspicuous place in each issue of a periodical. It then appeared from the correspondence that the editorial rooms and subscription office still remained in New York, while the "publishing" in the narrower technical sense was done up the river. The September and October numbers were permitted to go through the mails at the usual pound rates, however, since to have interrupted them for the sake of adjusting a mere superficial defect would have delayed publication and put the owners of the magazine to much trouble and probably not a little expense.

But there arose another difficulty. Irvington's post-office is a third-class office, kept in small quarters. The dimensions of the establishment may be inferred from the fact that the business done there amounts to only about thirteen hundred dollars a year. The Department was therefore suddenly alarmed by the appeals which came in from the local postmaster to know what to do with the white elephant of a magazine mail which it was proposed to dump upon him. He had taken a look at the publishing house, with the stacks of printed paper stored there, and he wanted to warn the Department that if even half of one month's edition were turned over to his custody at a time, his office would not only be filled up to the exclusion of all other business, but a wall could be built all around it high enough to bury it out of sight.

Here was indeed a problem! The veteran servants of the Department had never had just such a one to tackle before. In the days of old-fashioned magazines and old-fashioned methods of business, two or three Philadelphia periodicals had removed their small plants into the suburbs, but the facilities there were always equal to the new strain upon them, for the editions were smaller and the post-offices were larger. Some one suggested building an addition to the Irvington post-office, in the shape of a huge veranda, inclosed with wire netting, and so arranged that, in case of storms, tarpaulin cloth could be let down and protect the goods stored outside of the office proper. A genius from the supervising architect's office of the treasury, who happened along while the discussion was in progress, saw in the difficulty an encouragement to a scheme which he had proposed long ago for making country post-offices expandable at will, so as to accommodate cosily the small business done with the natives and permanent residents in the winter, and airy the larger business brought in for three months of each year by the summer visitors from the city. So he sketched a rough draft of a building put together on the principle of a gas receiver, with a telescopic top arranged to run up on cog-wheels playing against a system of upright posts, framing the outer walls. This suggestion, of course, had to be cast aside as impracticable, partly because it is against the general policy of a government department to approve of any new ideas in an emergency, but chiefly because Congress had not appro-

priated any money for a new building at Irvington.

Light broke upon the darkened counsels of the Departmental sages, however, with the arrival of the next mail from Irvington. The publishers of the magazine had themselves devised a plan of relief. If the Government would consent to the innocent fiction of treating a part of their building as a postal store house, they would run a railway track from there to the Hudson River main line and equip it with a car; the postmaster could, at a certain time each month, come up and weigh the magazines in bulk while they were being loaded upon the car, could cancel the necessary stamps, and, under proper regulations for safety, see the load transferred to the mail train.

This is the plan which will be followed. The publishers have submitted a diagram, the postmaster has approved it, and a competent inspector has looked the ground over and given his opinion that the scheme will work all right. But everybody admits that it is unique, and highly suggestive of the tail wagging the dog.—*Kate Field's Washington.*

## ♦♦♦

## OUT OF SIGHT.

Office of

THE BROWN, EAGER & HULL CO.,  
TOLEDO, O., Oct. 25, 1894.*Editor of PRINTERS' INK:*

While passing along a street this morning I saw in an optician's window a display of spectacles, eye-glasses, etc., and surmounting it a large card, in letters big enough to be read across the street, the words on inclosed slip. Thinking it good, I send it to you to give to readers of the "Little Schoolmaster," if you think best.

IF YOU ARE  
"OUT OF SIGHT,"  
—COME IN—

Yours respectfully, W. D. WHITE,  
Advg. Mgr.

FREE EVERYTHING.

NEW YORK, Oct. 31, 1894.

*Editor of PRINTERS' INK:*

The class of patrons one wishes to reach in this city seems to have some influence on the quality of English used. I saw, the other day, on New Chambers street, a regulation chalk sign: "Free Lunch—Clam Schowder."

And on Hudson street the same day:

"Free Lunch—Lam Stew."

Perhaps the freedom with which the lunch is given justifies the freedom in spelling.

Yours very truly, P. FAIRCHILD.

## ♦♦♦

## UNFEELING.

AKRON, O., Oct. 25, 1894.

*Editor of PRINTERS' INK:*

The writer noticed a rather humorous "take-off" in one of our street cars recently. A card ad of a certain toothache remedy was embellished with a picture of a boy whose face was badly swollen by toothache. Some one of a facetious turn of mind, who had evidently perused the other ads in the car, had written in large letters in the margin of the card, "See that hump!"

O. S. HART,

## ADVERTISING SPACE SOLD BY AUCTION.

## AUCTIONS.

AUCTION SALE OF SPACE—4,250 circulation (four local weeklies). Absolute auction of 30 inches of space a year, the price to all to be the price of the lowest successful bidder. Printed list of all bids to be sent each bidder. Exclusive medium of 45,000 population, Cumberland Co., Maine. Send your name for full particulars. A low bid can do no harm and may give you a good thing dirt cheap. LIBBY & SMITH, Portland, Maine.—advt. from *Printers' Ink*, Oct. 17th, 1894.

LIBBY &amp; SMITH.

Local newspapers for the towns comprising ancient North Yarmouth and for the interior towns of Cumberland and York Counties.

PORTLAND, Me., Oct. 25, 1894.

## Editor of PRINTERS' INK:

Sundry erudite reflections on surplus advertising space printed in your editorial columns this week may, perhaps, have been suggested by our little advertisement of an "auction sale of space" in your last issue. If so, your writer missed the purpose of the auction, which is not to dispose of surplus space (although we have some of it), but for the purpose of fixing our rates. We allow that for foreign advertising in local weeklies the advertisers do fix their own rates. We have decided to let them do this by competitive bidding, once a year, rather than by a time-wasting and temper-destroying correspondence with each one. We have completed an adjustable schedule for foreign advertising in which only the price for an inch a year is lacking to enable us to turn the whole subject over to subordinates.

We shall sell 30 inches at the price which the thirtieth inch goes at, no matter how low. Every bid will be reduced to a common denominator (one inch, one year, metal base electro, without position) by our adjustable schedule. Then the auction price will be increased 50 or 100 per cent as the basis for our schedule for foreign advertising for the year 1895. We shall then give no further thought to the subject until our next auction to fix the rates for 1896.

This plan will give us 30 inches of advertising (enough to refute the idea that we do not accept foreign advertising), will save wasting time on the subject for a year, and go a long way toward saving our souls. What more can local weeklies expect from foreign advertisers? Yours truly,

LIBBY &amp; SMITH.



THE BEST KIND OF A SHAFT.

## THEY TAKE WITH HIS PATRONS.

MINNEAPOLIS, Minn., Oct. 26, 1894.

## Editor of PRINTERS' INK:

I inclose copy of *Mississippi Valley Lumberman*. If you take time to "run through," you will find that it bears the "ear marks" of a devotion to the only advertising and advertisers' journal, worthy of the name, in the United States—PRINTERS' INK.

I don't pose as an ad writer under any circumstances, but happen to be foreman of the composing room, and handle the ads as well.

Be the ads good or bad, I have, as nearly as possible, followed the general instruction of Ink.

They "take" with our patrons, and what more could you ask?

Of course, they wouldn't take if they didn't bring more replies than the old style; but 'tis a fact they do, and *Lumberman* patrons are not few who acknowledge the benefit derived from "changing copy."

Guess, as compared with ordinary trade papers, we needn't be ashamed of it, need we?

C. E. BENNETT, 408 East 33d st., Minneapolis, Minn.

## THE ANGLE OF THE EYE.

NEW YORK, Oct. 28, 1894.

## Editor of PRINTERS' INK:

It seems to me that it is much more difficult to read a limited number of words set in large type and filling a large area of space, than to read them set in moderate-sized type and filling a moderate amount of space. One reason for this is that one is unaccustomed to reading anything set in extremely large type and spread over a large area of space, and another reason is that in order to read the matter arranged in that way it is necessary to move the eyes several times, whereas when the same matter is confined to a smaller quantity of space the eye can take it all in without any movement whatever. In view of this, one can't help thinking that a page ad must be more effective when the matter, instead of being set in enormous type and spread over a large area, is confined to a small area. The large amount of space left blank is just as likely to attract attention as it would if filled with a lot of big, ugly letters. I would like to have other opinions. Respectfully yours,

JOSEPH B.

## BEATS THE OTHER MAN.

"WILSON'S PHOTOGRAPHIC MAGAZINE," }  
833 Broadway, N. Y., Oct. 24, 1894. }

## Editor of PRINTERS' INK:

Amend the "wonderful record" given by a correspondent in your pages recently of a long time continuous advertisement in a trade journal. I don't think the record given is at all extraordinary. In *Wilson's Photographic Magazine* there has appeared an advertisement of the firm of E. & H. T. Anthony & Co., 507 Broadway, N. Y., since the first issue of the magazine January 1st, 1864—in every issue to date—November 1st, 1894. This beats the other man all hollow.

JOHN A. DEMANT (for W. P. M.).

Avoid long stretches of solid reading matter. Say what is said briefly and intelligently. Cuts and prices are more profitable than tiresome reading matter. Life is too short to the average American to wade through half a column of reading matter before coming to the point.—*Iren Age*.



I have ten more men at work to-day than I had this time a year ago.

That speaks well for the kind of printing I do.

I have room for ten more. I want your printing to enable me to put them to work.

**WILLIAM JOHNSTON, Manager Printers' Ink Press,  
10 SPRUCE ST., NEW YORK.**



## A MAGAZINE KALEIDOSCOPE.

Time was when all our magazines  
Where filled with essays, stories, scenes  
By pen and pencil drawn,  
When poems, histories and such  
On every page your hand would touch  
By writers who were valued much,  
Before the "ad-smith's" dawn.

But now the magazines are filled  
With literature our experts build  
On every branch of trade,  
And in their pages now there is  
A list of human luxuries,  
And needs, in every line of biz,  
In catchy ads displayed.

Hats, clothes and shoes, all things we wear  
In great variety are there

And quickly catch the eye,  
Soups, sauces, broths and things we eat,  
From crackers to extracts of meat,  
And pickles, will the readers greet  
In plentiful supply.

Tea, coffee, cocoa, wine and beer,  
In very tasteful ads appear  
On many an inside page,  
Machinery of every kind,  
And bicycles we always find  
To tempt both man and womankind

In this progressive age.

Silks, satins, linens, gloves and lace,  
Which add unto my lady's grace

And charm the female heart,  
Are side by side with other needs,  
From hooks and eyes to garden seeds,  
From painted fans to coral beads

And specimens of art,

Stocks, mortgages and bonds and shares  
Are tempting bait for bulls and bears;

With real estate for sale,  
Insurance against death and fire,  
Investments which we should admire,  
And bargains for the shrewdest buyer

Throughout the book prevail.

What is there man or woman wants  
From window shades to Plymouth pants,

That has not here a place?

All modes of travel that can be,  
By road or river, rail or sea,  
With information as to fee,

Within the book we trace.

Then hail the modern magazine,  
The greatest storehouse ever seen,  
Whose ads illume the mind!  
Page after page unfolds to view  
Some human want, invention new,  
Which pays us well for looking through  
To see what we can find.

Honor and shame from no condition rise,  
Act well your part—and widely advertise!

## AN ALPHABET OF ADVERTISING.

**A** stands for "Ad," which the people peruse.  
**B** is for *Business* that always ensues.  
**C** is for *Cash* that flows into the till.  
**D** for *Display* that requires highest skill.  
**E** for *Expert* who your fortune will make.  
**F** for his *Fee*, which he's eager to take.  
**G** is for *Goods* at the store to be had.  
**H** for the *Heading* which sets off the "ad."  
**I** is for  *Ink* which we can't do without.  
**J** is for *Jingle* which pleases, no doubt.  
**K** is for *Knowledge* by agents possessed.  
**L** for the *Lines* which are measured, not  
guess'd.

**M** stands for *Mediums*, both great and small.  
**N** for the *Newspaper*—best of them all!  
**O** is *Original*, that you should be.  
**P** for the *Printer*, a friend, you'll agree.  
**Q** is for *Quick*, so your proofs should be had.  
**R** for the  *Readers* who study your "ad."  
**S** is for *Space* which we all have to buy.  
**T** for the *Types* that will "talk" to the eye.  
**U** for the *Uses* of newspaper space.  
**V** for its *Value*, which merchants can trace.  
**W** for *Wealth* advertising has made.  
**X** the *Xpense* which it costs in your trade.  
**Y** is for *You* for whom common sense says—  
**Z** is for *Zeal* that in "ads" always pays!

## THE INEVITABLE.

He advertised persistently for years  
And built a business wonderfully great,  
Outliving all contemporary sneers  
Of his competitors, their scorn and hate.  
Both far and wide his business fame had spread,  
His trade was most extensive, and his ads  
In every local paper could be read,  
And told of fashions' variable fads.

His store was crowded to the doors each day,  
An eager throng of shoppers filled the place,  
Drawn there by bargains in an ad display,  
Which filled a pretty big newspaper space.  
But suddenly the advertising stopped—  
The merchant to himself had softly said,  
"My trade is built, expenses can be dropped!  
No further ads I need. I'll save instead!"

One month he "saved," but ere the month  
was o'er  
"A change came o'er the spirit of his  
dream."  
He daily saw an almost empty store,  
And didn't have much faith left in his  
scheme!  
For, whereas, other stores did all the trade,  
Our merchant could not all his losses tell,  
But afterwards this apt remark he made,  
"When advertising stops, trade stops as  
well."  
"Man wants but little here below,"  
His modesty's surprising,  
And every want is filled, you know,  
By shrewdly advertising.

## LOGICAL.

"It is better late than never,"  
If you did not advertise  
Let it now be your endeavor  
And big gains you'll realize!

## A PIMPLE.

One day the Empress of Japan  
Was troubled with a pimple;  
She tried to cure herself alone,  
But she found it not so simple.  
She sent for all her doctors then,  
They told her she must die  
Unless a certain drummer man  
With a certain cure went by.  
The Empress she got very mad,  
And raised a fearful racket;  
"Remove," said she, "these doctors bad,  
And remove their yellow jackets."  
The doctors they grew very pale,  
And all began to cry,  
When suddenly a voice called out,  
"There goes the drummer by!"  
They called the drummer to come in,  
He came in with a rush;  
The Empress, speckled now and thin,  
Ordained a fearful hush!!!  
The drummer bowed with easy grace,  
And with charming Yankee manner  
Begged Her Majesty anoint her face  
With the magic Cream Recamer.  
The doctors gave a gleeful shout,  
And cried, "Long live this fellow!"  
For Her Majesty's more winning face  
Quick turned pure white from yellow;  
And in lieu of the offensive place  
Where late there reigned a pimple,  
The Empress of Japan now shows  
A truly fetching dimple.  
So pleased was this high potentate.  
That she purchased a large packet,  
And the drummer was invested  
With an order and a jacket.

—“*Ad*” of *Harriet Hubbard Ayer*.

“Early to bed and early to rise  
Makes a man healthy, wealthy and wise.”  
These happy conditions pertain likewise  
To those who persistently advertise.

## LAYING FOR LUXURIES.



Hungry Hulks—Keep it dark, mumb; but  
I'm a reporter from the Chicago *Inter-Ocean*  
writin' up a articell on how it feels ter be a  
tramp, an' dem ez treats me proper I'll write  
up magnif'cent.—*Judge*.

THE proprietors of the *Fargo* (N. D.) *Forum* have purchased the *Fargo Republican*, and the two papers will be amalgamated.

SINCE last April, eighteen hundred and ninety-two new newspapers have been received in the office of the American Newspaper Directory, and all of them which survive until January next, together with such additional ones as come to hand, will appear first in the Directory for 1893. Every State, except Nevada, is represented in this list. Illinois leads with 131, while Alaska and Delaware are each credited with one. Country weeklies are in a majority, and in political faith the People's party acquires the largest number of new representatives.

SINCE the early part of July, the Boyton Water Company has been operating in Chicago a water chute—a sort of summer toboggan slide. Before commencing business it had bills posted all over the Windy City, containing the query: "Have you shot the shutes?" The query was soon in everybody's mouth, and every one was inquiring, "Have you shot the shutes?" The result is that the Boyton concern secured so much advertising that its chutes have been crowded with patrons ever since the day they were opened.

PAINE'S CELERY COMPOUND has had a wonderful sale of late, and the demand for it, while, of course, slow during the recent depression, was greater than that of any other patent medicine on the market. On looking into the reason for this, it is found that the advertising of this proprietary medicine was bravely kept up, and in some instances increased. The policy that Frank B. Stevens adopted was a brave and wise one, and the medicine is enjoying a surprising public favor.

AN anthropologist who makes a specialty of the habits of women expresses surprise that so many of them should allow their pictures to be published in patent medicine advertisements, but a philosopher ought to know that it amounts to the same thing in the long run whether you get your picture printed for being great or for being cured of catarrh or liver complaint.—*New York World*.

MR. GILLAM, the Wanamaker advertising man, is assisted by an artist who has been in the employ of the firm for many years, and whose work is so perfect that the illustrations of the Wanamaker advertisements are now cut out and used as models for the drawing classes in the public schools of Philadelphia.—*Chicago Record*.

SOME men expect their advertisements not only to bring them business, but also to go out and attend to it, while they embrace the opportunity to sit on a store box at the corner grocery and complain that advertising doesn't pay.—*Collector and Commercial Lawyer*.

THE man who advertises only once a year has no abiding place in the public memory. It is his rival who reaches the public every day, and whose statements are to be relied upon, who achieves the greater measure of success.—*Denver Times-Union*.

TO THE general trade, a well-dressed window is an advertisement and encouragement to business which should not be overlooked.—*Trade Magazine*.

IT was rumored that Pozzoni was going to start a publication of his own; a sort of "powder magazine," as it were.

THE revenue from advertisements is as much determined by the way they are written and put in type and the frequency with which they are changed as by the energy with which they are solicited and the amount charged for them. The writing of an advertisement is an art. The popular idea is that it should be a sign board or a lie. But like the editorials and the news it should be simply truth plainly told. It should contain the announcement of some fact which is of importance alike to the advertiser and the public. When the advertisement states that "John Jones has bought the largest and finest stock ever brought to the town" the public knows that it is not true, and turns from it in disgust. But if after announcing that Jones is opening a new stock, the prices are printed at which certain articles are sold it will be read with eagerness. An advertisement is valuable only in proportion as it conveys information. It is less than worthless when it conveys nothing.—*Missouri Editor.*

FOURTY years ago trade journals were hardly known, aside from a few struggling efforts more in the line of circulars from individual firms to their customers. The old time merchant believed in secrecy and was extremely jealous of competitors. The idea of publishing news concerning the movements of business was not relished. Dealers were averse to giving prices or terms of sale as a basis for market reports, and advertising was hardly thought of. The pioneers in trade journalism had no easy time in trying to introduce modern ideas. But the changes have come both in the journals and the methods of doing business. Hardly any department of industry can now be named that is without one or more representative journals, and the success of these publications in a business way is the best proof of the value of the services rendered.—*Boot and Shoe Recorder.*

ANY one curious to see what a lot of interesting things can be said in a few well-written paragraphs, or any one who desires to examine a really fine piece of printing, should write to A. Alexander, Sixth avenue and 23d street, New York, for his circular entitled "Footwear Fit for Fall."

THE editorial page of an overstuffed Sunday newspaper is almost as hard to find as the pocket in a woman's dress.—*Washington Post.*

NEWSPAPER advertising is like a successful spiritualistic manifestation, in the sense that good mediums are required.

### Classified Advertisements.

*Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.*

WANTS.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

WANTED—Small half-tone cuts. Send proofs and prices. DUFORT, North Elm St., Westfield, Mass.

MANAGER sub. dept. live religious paper. Big com'n. Add., with ref'rence, THE WORKER, Chambersburg, Pa.

STOCK cuts, illustrate religious paper. Add., with particulars and lowest prices, THE WORKER, Chambersburg, Pa.

PRACTICAL PRINTER will invest \$500, with services, in daily, or lease weekly. Business. "E. A. M.", care of PRINTERS' INK.

EXPERIENCED editor, reporter, proofreader, author of several published stories seeks position. BOOKER HAWKINS, 142 W. 133d St., N. Y.

NEWS and job foreman, 10 years' experience, desires to change sit. Not out of employment at present. Country preferred. "P. J.", Printers' Ink.

WANTED—A good-paying newspaper plant. No run-down concern wanted. Worth from \$10,000 to \$20,000. Write to FRED W. CORSON, New Castle, Pa.

MORE newspaper men to know the saving of time, labor and money caused by the preparation of copy on the Remington Typewriter. 337 Broadway, New York.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed \$3,000 copies.

A GENTLEMAN with ten years' experience with one house as traveling salesman, salary \$3,000 a year, and earning it, would like permanent position that will enable him to be with his family every day. Address "J. H. C.", care of Printers' Ink.

ADVERTISING MANAGER WANTED—A Western magazine of large circulation wants a first-class man to represent them in New York City. To a man who can secure a good line of Ad business liberal arrangements will be made. Address H. C. CO., care Printers' Ink.

WANTED—General agent in each city to handle paper through newsdealers, newsboys, and look after advertising; contains twice as much reading and illustrated matter; sells for one half the price of others; rates the lowest of all; include stamp; state experience; give references. THE ILLUSTRATED WEEKLY, Topeka, Kansas.

WANTED—All advertisers who use religious or family papers to know that the Indianapolis, Ind., NATIONAL PRESBYTERIAN will print and mail 75,000 copies of December, 1894, issue, and each month thereafter. Rates, 60 cents per page, line, with discount. Write for full particulars to J. HENRY RIGOUR, Manager, 11 Abbott Building, Indianapolis, Ind.

BUSINESS managers and publishers, are you tired of receiving notices from advertisers and advertising agents of omissions and wrong insertions, thereby losing valuable advertising space, time and money? I have the most perfect and effective system to insure correct insertions of all "running ads." I will be open for engagement January 1, 1895. If you are in need of a practical, up-to-date advertising man who, by 15 years' experience, is qualified to take charge of or fill any important position in the advertising department of a leading daily paper; if you have a permanent position to offer please address, in confidence, stating full particulars, "MANAGER," 274 Girard Ave., Philadelphia, Pa.

I WANT your business ear for Ad office positions. Leaders in various denominations who have seen in manuscript or a subscription book about to issue my "Bible" Christian minister in this and foreign lands is certain to most earnestly commend it from his pulpit as being of importance second to only the Bible." "There is nothing like it." "It is bound to sell by the million." Publishing expenses as follows: Composition, illustrations and plates, \$500; paper, printing and binding 10,000 copies of the \$1.50 edition, \$2,200; office expenses, \$200; net receipts for 10,000 books at 80 cents per copy, \$8,000; profits, \$2,000. Possible sales the first year, at least 1,000,000 copies of the \$1.50 and 1,000,000 of the \$2.50 edition; net profits above all expenses over \$600,000, on original investment of \$5,000. This will bear the closest investigation. I want for treasurer, directors and for other responsible positions conscientious, progressive parties able to invest \$300 to \$1,000, to be amply secured. The publication of this most important book is to serve as the foundation of an immense publishing business, already incorporated, which is to ultimately embrace all industries. Write for particulars S. S. WOOD, 126 West 61st St., New York.

NEWSPAPER INSURANCE.

I INSURE present and future business by using  
ST. NICHOLAS.

THE YANK, Boston, Mass., wards off business  
death. \$6,000 monthly.

CLASSIFIED advertisements will be accepted  
(without display) for the Year Book issue of  
PRINTERS' INK (November 26) at 25 cents a line.  
Book of about 600 pages. First edition guaranteed  
23,000 copies.

TO LET.

YANK, Boston, Space.

A DVERTISING space in ST. NICHOLAS.

GOOD HOUSEKEEPING. Space.  
G. H. P. HUBBARD, Mgr., 35 Times Bldg., N.Y.

GOOD HOUSEKEEPING. Space.  
G. H. P. HUBBARD, Mgr., 35 Times Bldg., N.Y.

CLASSIFIED advertisements will be accepted  
(without display) for the Year Book issue of  
PRINTERS' INK (November 26) at 25 cents a line.  
Book of about 600 pages. First edition guaranteed  
23,000 copies.

PREMIUMS.

OUR catalogue has the best premiums. HOME  
BOOK COMPANY, 148 Worth St., New York.

ST. NICHOLAS celebrates his twenty-first birth-  
day so successfully that the first edition of the  
November number is all sold.

HOLIDAY BOOKS—If you want to use holiday  
books or books of any kind as premiums,  
send to OGILVIE, the publisher, 57 Rose St., New  
York, for particulars.

CLASSIFIED advertisements will be accepted  
(without display) for the Year Book issue of  
PRINTERS' INK (November 26) at 25 cents a line.  
Book of about 600 pages. First edition guaranteed  
23,000 copies.

ADVERTISING NOVELTIES.

A DVERTISING rates invariable in ST. NICH-  
OLAS.

EDUCATIONAL INDEPENDENT, Edinboro,  
Pa. Leading school weekly.

FOR boozing any business or enterprise. Sub-  
stantial. NAT. ACCT FILE CO., Fremont, O.

ADVERTISING novelties in large quantities, I  
can sell them. Send bottom prices and sam-  
ples. J. J. EVANS, 411½ California St., San Fran-  
cisco, Cal.

FOR the purpose of inviting announcements  
of Advertising Novelties, likely to benefit  
reader as well as advertiser, a line will be in-  
serted under this head once for one dollar.

CLASSIFIED advertisements will be accepted  
(without display) for the Year Book issue of  
PRINTERS' INK (November 26) at 25 cents a line.  
Book of about 600 pages. First edition guaranteed  
23,000 copies.

ADDRESSES AND ADDRESSING.

ST. NICHOLAS.

20,000 CLASSIFIED names in N. & S. Da-  
kota, all 1894. For prices and par-  
ticulars write B. PEW, 1615 Mary Place, Minne-  
apolis, Minn.

OKLAHOMA and Indian Territories; 40,000  
bona fide names with post-offices supplied  
to advertisers for \$5 cash. Address BOX 197,  
Guthrie, O. T.

CLASSIFIED advertisements will be accepted  
(without display) for the Year Book issue of  
PRINTERS' INK (November 26) at 25 cents a line.  
Book of about 600 pages. First edition guaranteed  
23,000 copies.

142,000 LETTERS for sale; 38,000 of 1892  
at \$5; 36,000 of 1893 at \$4; 18,000  
of 1894 at \$5. All in answer to my own ad-  
vertisements and largely from women. F. TRIFEL,  
Music, 36 Bromfield St., Boston, Mass.

50 CENTS gets our sub. list; gummed paper,  
1,000 names. DEMOCRAT, Albion, Ind.

6,000 GOOD customers for you. Will give  
you the names and addresses of seven  
thousand good customers—all come since the 1st  
of March 1894. Every one cash customer during  
the first three times. The lot, 6,000, for \$12.50.  
F. R. JEFFRIES, Box 227, Richmond, Va. Send  
cash with order.

MISCELLANEOUS.

S. NICHOLAS.

G OOD HOUSEKEEPING. Excellent.

G OOD HOUSEKEEPING. Excellent.

E DUCATIONAL INDEPENDENT, Edinboro,  
Pa. Leading school weekly.

I NVALUABLE information to advertisers. Send  
10 cents to H. L. GOODWIN, Farmington, Me.

S END cabinet photograph and 35c. and receive  
12 miniature photos. G. FAIRFIELD, Wind  
Gap, Pa.

T HE Persian Corn Cure never fails to cure.  
Send for free sample. M. COHN, 332 W. 31st  
St., N. Y.

"I n her POST-INTELLIGENCER Seattle has one  
of the four great papers of the Pacific  
Coast."—Harper's Weekly.

CLASSIFIED advertisements will be accepted  
(without display) for the Year Book issue of  
PRINTERS' INK (November 26) at 25 cents a line.  
Book of about 600 pages. First edition guaranteed  
23,000 copies.

WE issue a circular about our small clock,  
which we are glad to send to any one. The  
cut, however, does not illustrate the clock well.  
We prefer to send clock, when parties are interested,  
as first impressions are valuable. We  
can't send sample for less than 75 cents, which,  
by the way, is pretty low for a timespiece. H. D.  
PHILLIPS, Ansonia, Conn.

SUPPLIES.

V AN BIRBER'S  
Printers' Rollers.

Z INC for etching. BRUCE & COOK, 190 Water  
St., New York.

A DVERTISING supplies business when noth-  
ing else will. Try ST. NICHOLAS.

10,000 GOOD envelopes, with card printed,  
\$10. SHROYOCK, Zanesville, Ohio.

N EW ERA job press; Gordon movement; cyl-  
inder distr. J. M. JONES & CO., Palmyra, N.Y.

P LAIN printing neatly done; 50,000 32s circulars  
\$10; 16s, \$14; WALTER MAYER, Montfort, Wis.

T HIS PAPER is printed with ink manufac-  
tured by the W. D. WILSON PRINTING INK  
CO., L'd., 10 Spruce St., New York. Special prices  
to cash buyers.

C IRCLULAR letters reproduced and addresses  
inserted \$7.50 per M. Experts can scarcely  
tell it from genuine typewriting. G. P. VAN  
WYE, Masonic Temple, Chicago.

P APER DEALERS—M. Plummer & Co., 45  
Beekman St., N. Y., sell every kind of paper  
used by printers and publishers at lowest prices.  
Full line quality of Printers' Ink.

I f you don't use personally addressed letters  
for boozing your business, you are not up-  
to-date. Send for specimens and prices. AL-  
BERT B. KING, 67 William St., N. Y.

CLASSIFIED advertisements will be accepted  
(without display) for the Year Book issue of  
PRINTERS' INK (November 26) at 25 cents a line.  
Book of about 600 pages. First edition guaranteed  
23,000 copies.

50 CENTS pays for a good revolving rubber  
dating stamp. Prints all the months  
years from 1894 to 1905, figures 0 to 99. "Rec'd."  
"Ans'd." "Paid." "Ac'd." "Ext'd." D. T.  
MALLETT, 78 Reade St., N. Y.

SPECIAL WRITING.

**Y**OU won't regret using my "ed. copy." The people like it. It increases circulation. G. T. HAMMOND, Newport, R. I.

**C**LASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

PRINTERS.VAN RIBBER'S  
Printers' Rollers.

**P**RESSWORK of the highest quality; prices just right. We do the presswork on Printers' Ink and Munsey's Magazine. Is yours as well done? FERRIS BROS., 334-350 Pearl St., N. Y. City.

**W**E are using about forty lines of space in every issue of PRINTERS' INK to announce the fact that we are "high grade printers." What a waste of money this would be if we were not able to carry out our claims to the entire satisfaction of every new customer we get! THE LOTUS PRESS, 140 West 33d St., N. Y. City.

**T**HE time and money spent in writing a book is wasted if the job is not nicely printed. We have several professional advertisement constructors who can write it right, but no printers who can print it better than THE LOTUS PRESS, 140 West 33d St., N. Y. City. This may sound like a strong statement, but our work will proclaim it even stronger.

**M**ANY of your customers may never have an opportunity of seeing you or your place of business; the only impression they have of you is formed from the kind of printing you make. Good printing makes a good impression; ordinary printing makes an ordinary impression, and bad printing makes a bad impression. The impression will be all that can be desired if your printing bears the imprint of THE LOTUS PRESS, 140 West 33d St., N. Y. City.

**H**IGH-GRADE PRINTING—Every one who has given thought to the subject of advertising knows that in order to be profitable the results must be cumulative. Now, the only way to insure cumulative results from our advertising is to place every edition by giving them work that is even better than he expected. This we can do, and are doing; consequently, every new order means a new customer. The first job from a house may cost only \$16, yet the printing used by them may amount to thousands of dollars every year; we make every job so satisfactory that we get all the rest, and this is why it pays us to advertise. THE LOTUS PRESS, 140 West 33d St., N. Y. City.

FOR SALE.ADVERTISING space in ST. NICHOLAS.

**B**UYER for two novelty specialties. A. B. DODGE, Manchester, N. H.

**\$1** BUYS 4 lines 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

**N**EW card game: copyright. Engravings, plates and stock. LOCK BOX 17, Dwight, Ill.

**"I**n her Post-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

**C**LASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

**F**OR SALE—A \$5,000 job plant in a southwest Texas city of 10,000 inhabitants. Babcock standard cylinder, power paper cutter, two Gordon jobbers, all run by 3-horse electric motor, Hickock ruling machine, etc., etc. One of the most complete and well arranged job plants of its size anywhere; gross receipts average \$7,000 per annum; have contract to print evening daily at \$600 per year. For a Northern printer of means, in poor health, this is an opening for him. Ice rarely forms here, the climate is salubrious, and the entire section is a resort for those suffering from pulmonary troubles. Good reasons for selling. Address "PRINTING HOUSE," care Printers' Ink.

**\$3,500** CASH—I own one-half interest in trade paper business which ill-health compels me to give up. Will therefore dispose of interest for \$3,500 cash, which otherwise would not take three times that sum for. Address "TEXTILE," care Printers' Ink.

ELECTROTYPES.

**P**AY \$1.50 and get our best half-tone portrait. All kinds of cuts at prices as surprising. Write us your wants. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

**I**f you are an advertiser get Craske's prices on electros. Work and prices the best. You can ask Johnston, of Printers' Ink. Address CHARLES CRASKE, 45 & 47 Rose St., New York.

**T**HE best ad can be spoiled by a poor printer. We display ads so they will catch the eye, and also furnish electros. Address WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., N. Y.

**C**LASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

**Y**OU may write your own ads, but one thing is sure—you can't make your own cuts. Think of us: \$1.50 for best half-tone cut; prices like that and work the best. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

**H**OW to make cuts. Do you wish to learn the art of photo-engraving in all its branches? Zinc etchings for newspapers, etc.; half-tone engraving for book illustrations, etc. Write for terms and particulars. D. C. BITTER, 75 Dearborn St., Chicago.

**W**E make electrotypes for agencies and general advertisers as a specialty. Our patent metal-cut is more durable and saves more postage than any other make. Our facilities enable us to fill large and small orders at a low rate. W. T. BARNUM & CO., New Haven, Conn.

**C**ELLUTYPE is preferred by advertisers because it is 10 per cent cheaper than other wood or metal base cuts; it is so light for mailing purposes you save the cost of cut. Prints on wood as well as a special cut die. Cellutypes and cellulose machinery manufactured by the J. F. W. DORMAN CO., Baltimore, Md., U. S. A.

ADVERTISING AGENCIES.DODD'S AGENCY, Boston.STICK to Dodd's of Boston.ALL endorse ST. NICHOLAS.AGENCIES know GOOD HOUSEKEEPING.AGENCIES know GOOD HOUSEKEEPING.

**A**D-SMITH, Loan & Trust Building, Washington, Equitable Building, Baltimore.

**STANLEY DAY**, New Market, N. J. ADVERTISER'S GUIDE, 25c. a year. Sample mailed free.

**100** LEADING dailies, circ. 6,000,000; \$9 rate. FLETCHER ADV. AGENCY, Cleveland, O.

**DODD'S AGENCY** of Boston, has been in business 25 years. Its old clients stick to Dodd, and new ones come every year. Why so?

**I**f you wish to advertise anything anywhere at any time, write to the GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.

**I**f you are considering a way to better your business, Dodd's Agency of Boston may help you. Dodd's methods are right and the results are right.

**C**LASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

**T**HE INTER-STATE ADVERTISING AGENCY, Kansas City, Mo., offers general advertisers a good service on reasonable terms for Western publications. We prove our work. If you wish to enter this field, write to us.

## BOOKS.

OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 313 North 7th St., St. Louis, Mo.

“SMALL TALK ABOUT BUSINESS!” A banker's business helps for men & women.

“SMALL TALK ABOUT BUSINESS!” guides you to financial safety. Paper 50c, cloth 75c. Our catchy booklet tells all of it and mailed free. FREMONT PUBLISHING CO., Fremont, O.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 19 Spruce St., New York.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 25,000 copies.

POCKET book pointers for practical poultry keepers, an annual publication, presented principally by mail to persons following rural pursuits; this class are prosperous and pay promptly; they purchase quickly anything and everything that appeals to their needs. A new edition of 25,000 copies will be issued January, 1895, and advertisements have already begun to come in. There is a circular that explains all more fully, which you can have for the asking. A copy of current issue will also be sent free to anybody. Address D. J. LAMBERT, Apponaug, R. I.

## ADVERTISING MEDIA.

THE YANK, Boston, Mass., 60,000 monthly.

THE HARDWARE DEALER—A magazine for dealers. 78 Reade St., N. Y.

THE HARDWARE MANUFACTURER—A magazine for makers. 78 Reade St., N. Y.

AMERICAN HOME JOURNAL, Easton, Pa., 5,000

A circ. monthly. 5c. a line. Big results. Try it.

COVER of the State of Indiana. 15 leading daily.

I. FRANK S. GRAY, 12 Tribune Bldg., N. Y.

THE OPTICIAN AND JEWELER, 96 Maiden Lane, N. Y. A peculiarly good medium for careful advertisers.

NY person advertising in PRINTERS' INK A to the amount of \$10 is entitled to receive the paper for one year.

“IN her POST-INTELLIGENCE Seattle has one of the four great papers of the Pacific Coast.”—*Harper's Weekly*.

DOMINION Newspaper List (60 weekly papers). SWORN circulation 32,324. CANADA READY PRINT CO., Hamilton, Ont.

ADVERTISERS—Only 10 cents per line; circulation 50,000. Best medium on earth. CRIPES' COMMERCIAL REPORTER, Marion, Ind.

THE METROPOLITAN AND RURAL HOME, N. Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

THE HEARTHSTONE, 235 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

ADVERTISING in newspapers of “known circulation” means “BUSINESS.” For particulars address A. FRANK RICHARDSON, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 25,000 copies.

“YOUR paper is a hustler for orders”—J. J. Bell. This refers to PARK'S FLORAL MAGAZINE. The publisher guarantees 125,000 circulation each month. Advertising office, 517 Temple Court, New York City. C. E. ELLIS, Manager.

COMMENCING with December issue, the NATIONAL PRESBYTERIAN will prove its circulation. Remember, 75,000 each issue for 1895. Rate, 60 cents per line, with discounts. Write for particulars. Address J. HENRY BIGOUR, Manager, 11 Abbott Building, Indianapolis, Ind.

## BILLPOSTING AND DISTRIBUTING.

R. H. JOHNSTON, advertising distributor. 153 Franklin Ave., St. Louis, Mo.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 25,000 copies.

## STREET CAR ADVERTISING.

JOHNSON'S figures are never beaten.

A. J. JOHNSON, 261 Broadway, New York City.

WHITE TO FERREE. First National Bank Bldg., Hoboken, N. J.

FOR Street Car Advertising, everywhere, GEO. W. LEWIS CO., Girard Bldg., Phila., Pa.

BIG inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. JOHN BROS., Temple Court, N. Y.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 25,000 copies.

## ILLUSTRATORS AND ILLUSTRATIONS.

S. NICHOLAS.

FOR magazine illustrations, H. SENIOR & CO. 19 Spruce St., N. Y.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

ILLUSTR'D features for newspapers and advrs.

HARPER ILLUSTRATING SYN., Columbus, O.

DRAWINGS and designs for advertising and illustrations. E. LUTZ, 7 Warren St., N. Y.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 50c per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

ALL prominent advertisers use cuts. Not “stock cuts,” but clever, attractive drawings. That's the kind you need. E. L. WILLIAMS, 132 Loan and Trust Bldg., Washington, D. C.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 25,000 copies.

PROGRESSIVE merchants, we have the finest illustrated schemes for local advertising yet devised for large retail trade. If you will take the trouble to write us we will prove it to your satisfaction. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

IF you have engraving done—any kind—or have an idea you want successfully illustrated, it will pay you to write us. We make a specialty of work for newspapers and advertisers. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

HOLIDAY ILLUSTRATIONS for newspapers and advertisers. Now ready proofs of our 1894 line of holiday borders, cartoon advertising cuts and features for newspapers and advertisers. All new, original, novel and unique. Copyrighted, and each sold but to one firm in a given territory. If you want to get out an attractive holiday number of a paper, or if you do any holiday advertising, this line of illustrations will interest you. Send for proofs at once; first orders get them. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

## ADVERTISEMENT CONSTRUCTORS.

BERT. Ads.

ST. NICHOLAS.

JED SCARBORO, Box 63, Station W, Brooklyn, New York.

A. SMITH, Loan &amp; Trust Building, Washington, Equitable Building, Baltimore.

CHARLES AUSTIN BATES, Vanderbilt Building, New York. See display ad, page 80.

NEAT, sensible ads made; moderate prices. N. R. L. CURRAN, P. O. Box 2308, N. Y. City.

BUSINESS literature—interested? I assume all details of writing and printing. CLIFTON WADY, Somerville (Boston), Mass.

TO bring success within your view you need two advertizers. Advertising designed, written, printed. E. L. SMITH, Codman Bldg., Boston, Mass.

WM. KOHN, 215 West Norris St., Philadelphia, Pa. Expert critic of advertisements; 17 years' experience; charges moderate. Write for particulars.

WE have turned out more ads and better ones than any other house in the business. WM. JOHNSTON, Manager Printers' Ink Press, 19 Spruce St., New York.

NEAT, sensible ads made. Woven out of truth and ironed smooth, they dress your business nicely. You pay when satisfied. R. L. CURRAN, Box 2308, New York City.

"TOUGH" subjects, chemistry, patents, medicine ad written clearly. Practical experience in the first two, success in writing ads in the last. R. L. CURRAN, Box 2308, N. Y.

I WRITE ads, circulars, circular letters, and do the work pretty well and don't charge fancy prices. You don't pay unless my work suits. C. A. WOOLFOLK, 445 Main St., Louisville, Ky.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 23,000 copies.

BUSINESS droning! Needs a tonic! Want a remedy? Two or three salient pointers from you, together with a stamp, will merit a little good advice from me. F. MCC. SMITH, Loan &amp; Trust Bldg., Washington; Equitable Bldg., Baltimore.

DON'T you grocers want a nice circular or series of newspaper ads to use before Thanksgiving? I'll write about the goods; \$6 per half dozen ads. Check with order. Rewrite or refund if not O. K. Time's short, speak quick! GEO. L. MITCHELL, 14 N. 5th St., Philadelphia, Pa.

MACHINERY has to be talked about in a different way from groceries or shoes. I've had a mechanical education. I can write logical, convincing ads on technical subjects. Cost about \$6—may be more. Circulars, booklets and catalogues prepared. WALTER W. BRETT, 361 Broadway, N. Y.

JED SCARBORO has been winning another prize. This time it was one of the series offered by Geo. Benz & Co., of St. Paul, for the best ads for Uncle Sam's Monogram Whiskey. The last prize won by Mr. Scarboro was for a series of ads for a glassware house. So it may be safely said that he is 'up' on everything from bottles to the contents thereof!—*Braine, Oct. 27.*

I can neither set a river on fire, nor write a better tragedy than Shakespeare. All I can do is to write advertising matter in an entertaining, convincing way. Being a practical printer, I know a good deal about effective display. The strangest part of this story is that I furnish illustrated retail ads cheaper than plain ones. I have a plan whereby 25 attractive cuts can be had for \$3. I charge 75c. for writing ads to fit these cuts. Without the cuts, ads cost \$1 each. Circulars, from \$2.50 up. Booklets, \$1 a page. Sometimes, when plenty of space is furnished, the prices are even less. Send me check for \$5 or \$10, and I feel pretty certain I'll write more and better matter for the money than you expect. BERT M. MOSES, Box 33, Brooklyn, N. Y.

13 YEARS ago I wrote my first ad; past 5 yrs in business for myself, spending thousands annually in publicity. I have some experience and a few gray hairs. What I say inspires confidence! What I do brings results! Write if interested. GEO. A. BERRY, 319 Locust St., St. Louis.

## NEWSPAPERS AND PERIODICALS.

*Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.*

## CALIFORNIA.

LOS ANGELES TIMES—Southern California's great daily.

## CONNECTICUT.

WEEKLY TIMES: Hartford, CONN.

THE UNION, Bridgeport, Conn. Daily, 7,500. Weekly 3,500. Western Connecticut thoroughly covered by the

## TWO UNIONS.

O. L. MOSES, New York Representative, 620 Vanderbilt Bldg., THE UNION PUBLISHING CO., Bridgeport, Conn.

## THE TWO HERALDS.

WATERBURY SUNDAY HERALD. BRIDGEPORT SUNDAY HERALD.

Every nook and corner in the Nutmeg State is covered by them. By special trains and by pony express these two papers are delivered Sunday morning all over Connecticut. Special editions are sent out into Hartford, New Haven, Meriden, Danbury and Ansonia. Combined circulation, 80,000. 150,000 Readers.

## THE HARTFORD TIMES.

WILLIE O. BURR, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily—12,500 circulation.

The great advertising medium for reaching the Nutmeg State.

Weekly—7,000 circulation.

PERRY LUKENS, JR., New York Representative, 73 Tribune Building.

## GEORGIA.

10,000 SWORN cir'n weekly. That is what LIVING ISSUES has. If you want to reach farmers of Ga. this is the medium. The JNO. BRATTON CO., 441 Equitable Bldg., Atlanta, Ga.

## INDIANA.

The Big Weekly of the West.

The AMERICAN TRIBUNE, of Indianapolis, Ind., is the largest WEEKLY published in Indiana.

"DON'T be woosy," but enter a contract in the modernized NATIONAL PRESBYTERIAN, 75,000 proved; 66 cents agate line. Get in before the rates advance again. J. HENRY RIGOUR, Manager, 11 Abbott Building, Indianapolis, Ind.

## IOWA.

THE best advertisers appreciate a good advertising medium. THE TELEGRAPH, Dubuque, Iowa, has many of them represented in its columns. Write for rates and sample copies.

## PRINTERS' INK.

795

### KANSAS.

PROVED circulation exceeds 25,000; rates 10 cents per line; lowest of any high-class illustrated paper in America. THE ILLUSTRATED WEEKLY, Topeka, Kansas.

### KENTUCKY.

STOCK FARM, published at Lexington. "The Hub of the Horse Universe."

AMERICAN BAPTIST, Louisville. Est. 1879. Best adv. medium among colored people in South. SPECIAL OFFER—Twenty inches for sale at \$5 per inch. Who takes the first inch? Send check with copy. \$1,000 weekly. THE LEDGER, Murray, Ky.

### LOUISIANA.

S.O. N. PRESBYTERIAN, New Orleans, weekly circ. over Ala., Ark., Fla., La., Miss., Tenn., Tex.

### MAINE.

#### RANGOR COMMERCIAL.

J. P. BASS & Co., Publishers, Bangor, Me.

Daily average, nearly 5,000 copies.

Weekly average, over 15,000 copies.

PERRY LUKENS, Jr., New York Representative, 73 Tribune Building.

### MASSACHUSETTS.

WONDERFUL!—Send 10c. to FRANK HARRISON, Boston, Mass., and see what you will get. FROM 50 to 500 new advertisements appear every day in the Brockton Daily ENTERPRISE. Circulation exceeds 7,000.

NEW BEDFORD (Mass.) JOURNAL. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

### MICHIGAN.

DETROIT SUNS, 115,000 weekly.

BUCHANAN, Mich., is booming. Every citizen reads the RECORD.

DETROIT SUNS, ILLUSTRATED and SUNDAY, circulation, 115,000, are profitable mediums.

GRAND RAPIDS DEMOCRAT, the leading paper in Michigan, outside Detroit. 13,000 daily.

"IN her Post-INTELLIGENCE, Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

PROVED CIRCULATION for 40,000 only 15c. a line. Sample copies and proof of circulation free.

"ONCE A MONTH." DETROIT, Mich.

DETROIT ILLUSTRATED SUN, weekly, 94,000; SUNDAY SUN, 24,000. Adv. office, 517 Temple Court, New York City. Books and press room always open to inspection of advertisers or their representatives.

RESULTS—Advertise where you will get paying returns. Advertisers are well pleased with the ILLUSTRATED and SUNDAY SUNS, Detroit, Mich. Advertising office, 517 Temple Court, New York City. Write for full particulars. Circulation, 115,000 weekly.

### MINNESOTA.

DULUTH. Population to-day, 75,000. The most prosperous city in the country.

#### THE NEWS TRIBUNE

IS ITS ONLY MORNING NEWSPAPER.

Published every day in the year. It is the leading and largest circulated newspaper at the head of the lakes.

PERRY LUKENS, Jr., Eastern Representative, 73 Tribune Building, N. Y. City.

MINNEAPOLIS TIDENDE has the largest circulation of any Norwegian-Danish paper in Minnesota.

The Housekeeper, Woman's Home Paper. Minneapolis, Minn. Pays Advertisers.

### MISSOURI.

SEVENTY progressive advertisers use the MEDICAL HERALD. St. Joseph, Mo.

HEROIS DES GLAUBENS, St. Louis, Mo. Est. 1850. Circulation 33,000. Brings results.

THE HOME CIRCLE, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1886.

### MONTANA.

A NACONDA STANDARD. Circulation three or four times greater than that of any other daily or Sunday paper in Montana: 10,000 copies daily.

### NEBRASKA.

PUBLISHERS desiring to club with a German newspaper will please address FREIE PRESSE, Lincoln, Neb. To publishers only 40c. per year, less commission. 6 pages, samples free.

### NEVADA.

THE WEEKLY COURIER, Genoa. Six pages. All home print. Leads in Nevada.

### NEW JERSEY.

### THE EVENING JOURNAL, JERSEY CITY'S

#### FAVORITE FAMILY PAPER.

Circulation, 15,500.

Advertisers find IT PAYS!

### NEW YORK.

#### ST. NICHOLAS.

THREE trial lines 25c. in Watertown (N. Y.) HERALD—30,000 readers.

FOR any good business it will pay to use THE CHRISTIAN ADVOCATE, New York City.

THE LADIES' WORLD Circulation Map

Will interest you.

S. H. MOORE & CO., Publishers, New York, will send it, together with an estimate on your advertisement.

RATE LOW! CIRCULATION LARGE!

F. M. LUPTON'S popular periodicals, THE PEOPLE'S HOME JOURNAL and THE ILLUSTRATED HOME GUEST. Sworn circulation, 500,000 copies each issue. Advertising rates, \$2.00 per agate line, less time and space discounts. For sample copies and further particulars address F. M. LUPTON, publisher, 106 & 108 Reader St., N. Y.

### THE HOUSEWIFE,

81 Warren St., N. Y.

Circulation 75,000 Copies Monthly.

Send for New Advertising Rates.

Ask for Special Rates for Advertising in

### Texas Siftings

BEFORE THE ADVANCE.

ALL AGENCIES.

THE NATIONAL PROVISIONER, organ of the meat & provision industries, 254 Pearl St., N.Y.

**REDUCED TO 10C.**

## GODEY'S

BIG INCREASE OF CIRCULATION.

Present Rates, 75c. per line.

Send for rate card giving discounts.

THE GODEY COMPANY, NEW YORK.

The Leading Illustrated Paper of America is

## LESLIE'S WEEKLY.

Every Live Advertiser recognizes this fact and acts accordingly.

Send for Rates and Copies.

WILLIAM L. MILLER, Advertising Manager,  
110 Fifth Ave., New York.

Thousands of New Subscribers Gained.

### THE

## Daily Press & Knickerbocker

REDUCED

From 12 to SIX CENTS Per Week.

ONE CENT PER COPY.

## DAILY AND SUNDAY PRESS,

Ten Cents Per Week.

THE PRESS goes into more homes than all the other Albany papers combined.

### OHIO.

THE TOLEDO EVENING NEWS leads its competitors in local circulation—11,000 daily.

LARGEST circ'n of any Prohibition paper in nation: BEACON AND NEW ERA, Springfield, O.

DAYTON MORNING TIMES and EVENING NEWS. Combined circulation 14,000 daily.

YOUNGSTOWN VINDICATOR, 7,800 daily, 5,200 weekly. Leading newspaper in Eastern Ohio.

THE TRI-STATE GROCER visits the grocers and produce merchants of Ohio, Ind., and Mich. weekly. If you are not in it, it will pay you to write to TRI-STATE GROCER CO., Toledo, O.

### OKLAHOMA.

THE GUTHRIE DAILY LEADER, the leading morning paper in the Territory, accepts advertising with the distinct and positive guarantee that it has double the paid circulation of any newspaper published in Oklahoma. F. B. Lucas, Adv. Mgr.

### PENNSYLVANIA.

SCRANTON (Pa.) REPUBLICAN has the largest circulation of any Scranton paper.

EDUCATIONAL INDEPENDENT, school w'kly. EDINBORO PUB. CO., Edinboro, Pa.

DAILY INTELLIGENCER—est. 1866. DAILY INTELLIGENCER—est. 1864.

Doylestown, Pennsylvania.

Have always been exclusively home print papers, with larger circulation than any competitors. Best mediums for advertising in Bucks County.

DESIRABLE READERS and a good circulation are what advertisers receive in the CHESTER TIMES. 30,000 well-to-do, intelligent people read the TIMES with their supper every day. WALLACE & SPROUL, Chester, Pa.

### RHODE ISLAND.

HOME GUARD, Providence, R. I.; circulation 30,000; paid up subscription list.

### SOUTH CAROLINA.

THE STATE, Columbia, S. C., guarantees over 3,200 circulation daily and Sunday, and over 8,100 semi-weekly.

### TEXAS.

TEXAS BAPTIST STANDARD, Waco, Texas. It has a bona fide weekly issue of 20,000 copies. THE BAPTIST WATCHMAN, of the Indian Territory, and the BAPTIST OBSERVER, of Sherman, Texas, have been absorbed by the STANDARD.

### THE POST: Houston, TEXAS,

Has a LARGER REGULAR ISSUE THAN ANY DAILY IN TEXAS, and is so guaranteed by Rowell's 1894 Directory under a forfeit of \$100. S. C. BECKWITH, Solo Agent Foreign Advertising, New York and Chicago.

### VIRGINIA.

THE South is prosperous—Advertisers! Those who wish to reach the cream of Southern trade, through a medium of respectability, should see a copy of WOMAN, and rate its claims. The handsomest journal in the South. Circulation proven by postmaster's receipt, character of circulation by letters from subscribers. Get in Christmas number if possible. Rate 15c. per acre line, next reading matter. WOMAN PUB. COMPANY, Richmond, Va.

### WASHINGTON.

#### P. L.

#### SEATTLE P. L.

#### SEATTLE TELEGRAPH.

#### SEATTLE POST-INTELLIGENCER.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

THE TYPOGRAPHICAL REVIEW reaches all printers in Oregon, Wash'n and British Columbia. Want to reach them? Box 1117, Seattle.

SEATTLE POST-INTELLIGENCER guarantees double the circulation of any other paper in the State of Washington. Eastern offices, 29 Times Bldg. C. A. HUGHES, Mgr. A. FRANK RICHARDSON, Special Agent, Tribune Bldg.

### THE SPOKESMAN-REVIEW

Only morning paper. Consolidation SPOKESMAN and REVIEW. Exclusive control morning field. No competitor within 600 miles. Population Spokane, 1881, 500; 1894, 35,000. The past and present history of Spokane has been marvelous; its future will be the wonder of Western civilization. The REVIEW is the recognized exponent of all the best interests of Spokane and the vast country tributary to it.

### WISCONSIN.

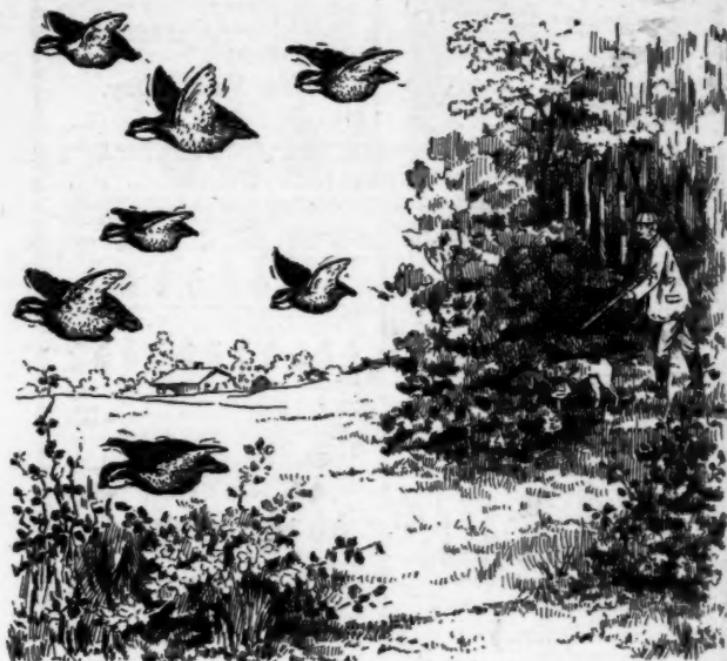
5,557 COPIES average for the past six mos. in 1894. EXCELSIOR, Milwaukee.

WISCONSIN AGRICULTURIST, Racine, Wis. Largest circulation of any English paper in Wisconsin.

### SO. & CEN. AMERICA.

P PANAMA STAR & HERALD. Est. 46 years—reaches largest buyers.

# "WE ARE SEVEN."



Publishers and others who appreciate the value of PRINTERS' INK as an advertising medium, and intend using it during 1895, do well to note the gain they may secure by closing contracts now: viz., seven extra insertions free of cost. The service begins at once, but no charge is made until after

## January 1st, 1895.

Nov. 7th, 1894.

Note on next page the people who have been wise enough to come in quickly.



# On the Last Half of the Season.

Printers' Ink still offers inducements for yearly orders, covering the year 1895.

Since issuing its first proposals in August PRINTERS' INK has been favored with yearly orders amounting to \$40,681. See opposite page.



On Monday, October 29th, the St. Paul, Minn., *Globe* sent an order for 1895 for a full page, amounting to..... \$5,200.00  
 On Tuesday, October 30th, Mr. F. McC. Smith, an ad-smith of Washington, D. C., sent an order for 1895 for ten lines classified, amounting to..... \$130.00  
 On Wednesday, October 31st, R. L. Williams, of Washington, D. C., sent an order for 1895 for four lines classified, amounting to..... \$52.00

In consideration of these orders the advertisers came in for eight free insertions.



On Saturday, October 27th, the New York *Press* sent an order for 1895 for one-half page every other week, preferred position, amounting to..... \$1,625.00  
 On Monday, October 29th, R. L. Curran, Box 2208, New York City, sent an order for 1895 for four lines classified, every other week, amounting to..... \$26.00

These orders secured four free insertions.



On Monday, October 29th, the Cleveland, O., *World* sent an order for 1895 for a full page, first issue in each month, amounting to \$1,200.00  
 This order secured only two free insertions—but one was the Year Book issue.

Total orders. See opposite page,	-	\$32,448.00		
Orders sent in since,	-	-	-	8,233.00
Total	-	-	-	\$40,681.00

Orders coming in now secure Seven free insertions.

Address orders to

**PRINTERS' INK, 10 Spruce St., New York.**

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO.,  
EDITORS AND PUBLISHERS.**Is** Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers.**Is** Newspaper publishers who desire to subscribe for *Printers' Ink* for the benefit of their advertising patrons can obtain special terms on application.**Is** Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$5, or a larger number at five dollars a hundred.**Is** If any person who has not paid for it is receiving *Printers' Ink*, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 10 SPRUCE STREET.

## CIRCULATION.

Average for last 13 weeks, - 20,358 copies  
Last issue, - - - 21,500.

NEW YORK, NOV. 7, 1894.

A GOOD newspaper is the best bill distributor.

THE best circular is a newspaper that circulates.

THE great difference between an ad and a cat is that an ad has nine lives while a cat hasn't.

**"DON'T** buy of a trust" in an ad begs a favor; "only one profit when you buy of the maker" in it offers a bargain.

MANY a man has eaten a cold dinner because of an attractive dry goods ad that has appeared in the morning newspaper.

A PUBLISHER who gives out a false circulation statement is no better than a milkman who makes dents in his quart measure.

THE increasing prettiness of the street car cards shows what an important factor beauty has become in attracting attention.

THE rapid decrease of the forest area of the United States is, perhaps, owing in some measure to the existence of the Sunday blanket sheet.

IT may be worth mentioning that the *Herald* is the only New York daily whose first and last page is entirely monopolized by advertisers.

If you were to remove all the imperfections the average advertising expert is able to detect in any ad not written by himself there would be no ad.

A JACKASS' bray is likely to attract even more attention than a nightingale's song, but like the sort of attention some advertisements attract, it is not so very favorable.

THERE is nothing which is likely to make an advertiser more indisposed to patronize a new paper than a suspicion that some of the advertisements in it are printed gratis.

OLIVER WENDELL HOLMES once said that the newspaper has become a necessity to the intelligent man of this country. It is this that makes it a good advertising medium.

IT is hard to make an impression on the public; but once made you can never unmake it. Impress them by nonsensical ads, you can never convince them you are not a fool.

WHEN Brooklyn becomes a part of New York the people will not be tormented with the thought any longer that they belong to a city which doesn't possess a morning newspaper.

THE *Tribune*, whether it be the New York *Tribune*, the Chicago *Tribune*, the Cincinnati *Tribune*, the Detroit *Tribune*, etc., is invariably a faithful organ of the Republican party.

WHEN two advertisements of the same kind of article appear in close juxtaposition to each other, the effectiveness of the better written ad must be increased and that of the other diminished.

SOME of the first-class trade journals not only present a more attractive appearance than some of the literary, art and society journals, but they publish more matter in one issue than the latter print in six.

A CONSTANT dropping will wear away a stone, but in case of necessity the wearing away process can be greatly expedited by a few taps with a sledge hammer. The same is true in advertising. If a big stock of goods is to be disposed of at once, a page will accomplish it much more effectively than a series of small ads.

A NEWSPAPER publisher has a perfect right to charge as high a price for his advertising space as he chooses, but he has no right to lie about the edition he prints in order to prove that it is worth the price.

IN most cases when a man begins to advertise a new article the first medium he employs is the *New York Sun*. If his advertising proves profitable he will use other mediums, but if it is a failure he stops right there.

MANY of the advertising signs in the New York elevated railroad stations have recently been changed. The new ones, so far as the artistic appearance is concerned, are a vast improvement on the old ones.

IT is rather strange that while the people of the Southern States are supposed to be poorer than the Northerners the selling price of the Southern daily papers is usually much higher than that of the average Northern daily.

IF no paper solicited or secured advertisements until it possessed a sufficient number of readers to make advertising in it profitable, many of our great journals and valuable advertising mediums would not now be in existence.

THE leading New York morning papers can be purchased all over the United States and Canada, but, with the exception of the *Post*, the evening journals do not seem to possess a more general circulation than those of other big cities.

VERY few trade journals are for sale on the news-stands. If one wants a copy it is, in most cases, necessary to send to the publication office. These journals appeal, not to the many, but to the few. Their field is limited, but well cultivated and the results are satisfactory.

IF any number of advertisers should insist upon their announcements being entirely surrounded with reading matter, like a furniture ad in a recent issue of the *New York Times*, the lunatic asylums of this happy land will require enlarging in order to accommodate all the editors, advertising managers, foremen, etc., who will need their hospitality.

WHEN, from reading some laudatory notice in a newspaper, people are led to visit a theater for the purpose of witnessing what proves to be a very poor play, they can't help but wish that the theaters would confine their advertising to the advertising columns.

ADVERTISING brings better results in the more thickly populated sections of the country. City and suburban people read more newspapers, have more money to spend and are able to procure an advertised article with less trouble—and then again there are ever so many more of them.

THE *Textile World*, of Boston, which has a high reputation for information of a statistical character, is publishing not only a complete directory of all the textile mills, bleacheries, dyeing and finishing establishments in the United States, but it also gives maps showing the location of the mill towns.

THE difference between the modern novel and the advertisements seems to consist in the fact that the former is read by the women, gossiped about, and then dismissed from their minds; while the latter is read, discussed, considered; after that the women march down and view the advertised goods and buy if they are able.

MOST periodicals sold through the news companies are returnable; that is, the publisher takes back the unsold copies and is paid for those only for which the news company found customers. The average percentage of returned copies, taking one periodical with another, is more than thirty-five and less than forty-five per cent.

ONE J. W. Shank, D. D., editor of the Omaha *Christian Advocate*, furnished the *Newspaper Directory* with a circulation statement going to show that his paper had an average issue of over 4,400 copies for a year and now employs an attorney to write to the publishers of so-called newspaper annuals to the effect that it has been decided to see if there is any redress in the courts, provided any annual should repeat the offense of quoting the circulation at what the D. D. Shanks says it is. The attorney employed says that the paper must be rated not less than 6,500 or there will be trouble.

PRINTERS' INK has received from the Waterbury Watch Co., of Waterbury, Conn., a printed and illustrated catalogue of its wares. A peculiar feature is the noticeable manner in which the illustrations convey the idea of bas-relief. This has been accomplished by a process of which the Company express an intention to retain exclusive use.

THE market value of newly discovered remedies which, if advertised, would bring the advertisers colossal fortunes, appears to be about ten cents. According to the most recent calculations, it is 459 times easier to discover a sovereign cure for every disease human flesh is heir to, than to discover somebody with sufficient cash to make its virtues known to fame.

AN editor or reporter usually regards an advertising man with lofty disdain. Upon discovering, however, that the proprietor of his paper, manifests a much deeper affection for a good ad hustler than for a good news hustler, besides paying the former a bigger salary, the scribe sometimes becomes an advertising man himself, whereupon he finds it difficult to conceal his profound contempt for all editors and reporters.

AN advertiser should not be too severe on the publisher of the paper he patronizes just because something injurious to his business happens to be printed in it. In most cases, the reporter or editor responsible scarcely takes sufficient interest in the affairs of the business end to know who are advertisers in the paper and who are not. The editor usually despises the advertiser, although he thinks highly of his weekly \$15, which the advertiser's patronage alone makes possible.

IF the extensive advertising of the Fairbank Co.'s Gold Dust Washing Powder in the New York dailies was not profitable, one would think it would have been discovered by this time and discontinued. The Fairbank Co.'s advertising man is not a great editor or a brilliant writer on advertising subjects, neither is he a master of display, but he seems to know how to advertise soap all the same—or if he don't he has good courage about sticking to the line he has adopted. He pays the bills cheerfully all admit.

MESSRS. A. H. BELO & Co., publishers of the Galveston *Daily and Weekly News* and also of the *Dallas News*, daily and weekly, inform PRINTERS' INK that they use \$75,000 worth of white paper yearly for the production of the four newspapers named. It is said that the establishment in the Southern States which comes nearest to that of the Messrs. Belo & Co. in the amount of paper used is that of the Atlanta *Constitution*, which, with its big weekly, consumes \$40,000 worth of paper annually.

ADVERTISEMENT solicitors are frequently heard to declare that it is seldom they manage to secure a contract the first time. Advertisers have not only to be convinced of the merits of an advertising medium, but they must be worked up to the point of giving an order. They are not disposed to employ a medium the first time they are invited to do so, for the same reason that the public do not purchase an article the first time they see an advertisement of it.

ABOUT a year ago PRINTERS' INK gave place to an account of a window display made by a down-east druggist. It consisted entirely of nursing-bottles, and on a card, in conspicuous letters, were the words:

GIVE THE LITTLE SUCKERS A CHANCE.

Since then correspondents discover adaptations of this idea and send it on to PRINTERS' INK as a sure enough novelty. Webster City, Ia., is the last point reached.

THE demand of the *Home Journal* for larger collection boxes in New York City is about to be complied with in part, the Postmaster-General having ordered two hundred package boxes to be placed at convenient points in the more busy portions of the city. The boxes are three feet six inches high, two feet four inches deep and eighteen inches wide, and are painted red. One will be placed on every other block on Broadway, Third avenue, Sixth avenue and Eighth avenue, as far up-town as Forty-second street.

THE correspondence printed elsewhere between Dr. Pierce, of advertising fame, and Mr. Knapp, of the *St. Louis Republic*, is inter-

esting. Mr. Knapp says that Mr. Noyes, of the *Washington Star*, and one other publisher whom he knows, would be glad to aid in the establishment of a bureau that would investigate newspaper circulations. PRINTERS' INK believes that Mr. Knapp might possibly find enough other papers to fill out a round half dozen. As a rule, however, newspaper men will pay a dollar to suppress investigation of circulation sooner than a nickel to encourage it. They don't talk that way, but that is the way the check book inclines.

"WHY don't advertisers realize how important it is, when they put their goods on the market, to give them names that will be easily remembered?" said a clerk in a notion department of a Fourteenth street dry goods store. "Of late several braids for dress binding have been put on the market, and because one advertiser named his the S. H. & M., all the competitors have used sets of letters to individualize their bindings. Now, we have the N. V. B. and combinations of all the letters in the alphabet. I am no advertising expert, but I do claim to know my business, and if these advertisers could see the women while shopping, and the girls behind the counters getting all tangled up with all these barb wire fence combinations of letters, it would cause them to think a great deal. No one can remember all these job-lots of letters, or for that matter any one of them."

GEORGE BRÜMBER, president of the Germania Publishing Co., of Milwaukee, is responsible for the statement that for three months previous to October 1st, 1894, the circulation of the Milwaukee *Daily Germania* averaged 9,261 copies, exclusive of special editions, and that the circulation of the *Weekly Germania* for twelve months previous to June 1st, 1894, averaged 89,763 copies each issue. The *Haus und Bauernfreund*, another German weekly, had an average issue of 84,654. The Germania Publishing Co. also publishes two weekly papers in Chicago, the *Deutsche Warte* and the *Erholungsstunden*, the former printing an average issue of 24,469 and the latter an average of 22,146. The great importance of this German publishing house established at Milwaukee is well known and understood all through the

Western country, and advertisers who have occasion at any time to appeal to the German population cannot very well afford to pass by this house.

#### DR. H. T. HELMBOLD

The recent death of Dr. Helmbold brings to passing notice the man who thirty years ago was known as "The Buchu King," the "Prince of Drug-gists" and the largest advertiser of his day. He commenced business in Philadelphia as a local druggist, but soon disposed of his store and turned his attention exclusively to the manufacture of "fluid extracts." He then decided to invest his surplus cash—about \$2,000—in one month's newspaper advertising. The result was satisfactory; his sales and advertising continued to increase, and in 1863 he removed to New York. Everything that money could supply or ingenuity suggest was used in fitting up his new establishment, so that "Helmbold's," 594 Broadway, became the best known store in America. In 1869 he returned an income of \$152,205. It was said that his horses, behind which he daily rode up and down Broadway, cost \$20,000. Of Buchu alone he sold over three million bottles a year, and his advertising during the same period amounted to over \$250,000.

IN order to be brief and at the same time intelligible, it is absolutely necessary that the words selected to convey our thoughts be those which present an idea in the clearest manner. This, owing to the exuberance of our admirable language, we are generally able to do. Almost all terms of importance have one or more equivalents, thus making a selection of the adaptable possible. But if we choose a series of English words which are broadly defined as having the same meaning, and closely analyze their form, in application it will be found that though passively synonymous they are actively dissimilar. It is in detecting this dissimilarity that much of the art of composition lies. In advertisement writing and card composing, care should be taken to use the term that presents the idea most perfectly and most clearly to the mind. Therefore, if a choice lie between two words, the one that is the perfect definition should be chosen, and not the word that is shortest, simply because its use abbreviates the sentence.

—*Clothing Gazette*.

## THE GENIUS OF PICTORIAL ADVERTISING.

After an experience of twelve years in the lithographic business I am convinced that there is, taken all round, a characteristic mediocrity in American productions. This mediocrity is not due to inferior workmanship, for much of the work produced in this country is, mechanically, ahead of the European article of the same grade. Indeed, American lithographers are selling, to some extent, certain classes of their work in Europe. This fact alone demonstrates the perfection to which lithographic printing has attained in this country. Wherein lies, then, the lack of speaking force in much of the pictorial advertising matter used among us? I submit the lack is in originality and artistic strength. There are very few designers in this country who even attempt ideas. They must work too fast and too cheaply to produce ideas. I know whereof I speak, as I am forced to participate in this unthankful business to a considerable extent, placing work with these men to be done *just so, just so quickly, and for just so much money.*

While a good copy is always better than a poor original, the effect on the public is much weaker than it would be were the treatment entirely fresh. It is acknowledged that much very valuable pictorial advertising matter has been produced taken from photographs of women, children and animals, with some little feature added to connect the article sought to be advertised. Children please parents and women generally. Pretty women please all men from 18 to 80. Animals please a good many of all ages and both sexes.

Occasionally a telling thing appears, but most of the work is notable for its sprightly coloring and clean execution, rather than for its direct advertisement and strong treatment, or it is noteworthy for its catchy composition, as, for example, the pretty child, the package of goods and the sentence. These generally wear out rapidly, as some prominent feature is found to have been borrowed from another picture or print and "put into" the "design," the public getting both publications before its notice, the duplicated feature palls upon the taste, and the two things mutually nullify each other.

These hammered-out machine-made "designs" are not the work of artists

but of artisans. They are not symmetrically conceived and constructed as wholes. They are patchwork. But it is a fact that some (usually second-rate) houses prefer a thing *adapted* to their case after it had gained notoriety in some other and original form. I submit that this is dishonest and a weak policy, and does not contain the genius of good advertising, namely: *the establishment of exclusive features in connection with a particular product.* One manufacturer builds on the popularity of, or does free advertising for another, under such circumstances.

New cards from time to time are necessary, but each new card should be essentially special to the advertiser's case. As an instance of the value of a good original take Pears' "Soap Bubbles," painted by Millais, and known all over the world as *Pears' card.* That picture has been adapted by an American house, but that indiscreet house simply advertised Pears' Soap. Take again, Walter Baker & Co.'s "La Beile Chocolatiere." There are among European houses a good many Belles Chocolatières used under some title or no title. Who was first I cannot say, but among American houses I venture to say that any copyist or adaptationist would do more advertising for Baker than for himself.

The points I consider as absolutely necessary in the construction of good pictorial advertising matter are:

1. Originality of treatment.
2. Direct advertisement of the special feature of the article (desirable but not always compatible with pictorial appeal, and may be made secondary, as in Pears' "Soap Bubbles").
3. Strength of treatment and a reasonable deference to bright coloring.

A good card embodying these points is symmetrical and powerful. Copyists merely pay tribute to it and advertise it.

LEWIS SAXBY.

## VERILY.

A distinguished clergyman from out of town became a subscriber to PRINTERS' INK during the summer, and now writes:

I have been better ever since and can sit up to read PRINTERS' INK every week; though my wife complains that I seem to love it more than I do my family, and threatens to bring suit against it for alienating my affections.

## SILVER EXCHANGEABLE FOR GOLD

Wanted—Potatoes on subscription. Call at this office.—*People's Poniard*, Sidney, Neb.

## PRINTERS' PERIODICALS.

I find in the American Newspaper Directory for 1894, which is by no means complete in this respect, thirty-one journals enumerated in this class. Six are in Illinois, one in Kentucky, four in Massachusetts, one in St. Louis, fourteen in New York, two in Pennsylvania, one in Washington and two in Ontario. It is probable that from a dozen to fifteen more are published, but most of them in connection with some manufacturing house, and unknown to the great world of printers.\* The earliest of these journals in America began about 1852. In 1855 the *Typographical Advertiser* was issued in Philadelphia, as it still is; in 1858 the *Printer* in New York, which led a precarious existence until 1866, and in 1866 Menamin's *Circular* in Philadelphia, which has now been dead for about three years. A newer kind of journal appeared in 1884 in the *Inland Printer*, followed in 1885 by the *American Bookmaker* and in 1886 by *Paper and Press*. In these the copy was not scissored, but bought, and serious efforts were made to furnish matter which would be worth paying for.

The great difficulty with printers' papers has been in obtaining subscribers. No trade journal in the United States, which confines itself to its specialty, prints more than seven thousand copies. It may, by using illustrations, comic matter, agreeable miscellany and giving prizes, extend this list somewhat, but this extension does not increase its value to an advertiser. A librarian, a professor in a college or an actor does not buy presses or type, or any of the other adjuncts of a printing office, nor does a milliner buy shoes to sell again. A printers' periodical has peculiar difficulties in this way, for its subscribers are accustomed to get their reading matter for nothing. It is hard to induce a newspaper reporter or foreman in small cities to pay for admission into a theater, as he has been accustomed to pass in on his face. Until the printer sees evidence that a journal is really a very excellent one, or that it supplies him with knowledge which he does not find elsewhere, he holds off. Thus it has been that

several very meritorious journals have been obliged to stop because they had few subscribers, and, as a consequence, a small amount of advertising.

The three leading journals are those mentioned above, the *Inland Printer*, of Chicago, *Paper and Press*, of Philadelphia, and the *American Bookmaker*, of New York. Between the three, probably about fifteen thousand copies are circulated, the *Inland Printer* having the largest list and printing the largest journal. Much of its circulation, however, is among journeymen printers, who have no money to buy the articles advertised in its columns. It makes a special endeavor to obtain the patronage of this class, as does the *Bookmaker*, and formerly championed union interests whenever necessary. In this respect it has moderated, as reformers do when they attain success. A wide difference of feeling exists between the journeymen and the employers as to the value of unions and the desirability of a lessening of the hours of labor. The *American Bookmaker* also stands on middle ground in this matter, although originally opposing a reduction of hours. It has thus undoubtedly lost influence with the employers or the class who buy. *Paper and Press* is objectionable to neither side, as its columns are filled with fresh technical articles, without the slightest approach to sensationalism in its comments on current events, and it is full of excellent matter. Considering the price charged for advertising, in relation to their circulation, I regard the *Inland Printer* and *Paper and Press* as the cheapest of the three.

In the second class I would place *Newspaperdom*, of New York, an admirable journal, which gives a part of its space to matter about printing; the *National Printer-Journalist*, of Chicago, and the *Engraver and Printer*, of Boston. The first addresses business managers of newspapers, who are nearly always also managers of job offices; the second newspaper editors and proprietors, of whom the same thing may be said, and the last has attracted attention from its beginning by the extreme beauty of its appearance. Besides these, there appears to be no other journal which fills a general field, has original matter, and a circulation exceeding fifteen hundred.

In the cognate trades there are few

\* No publication is catalogued in the Directory which is not admitted to the United States mails as second-class matter.

periodicals of value. I except PRINTERS' INK, of course, but that appeals to a wider circle than either printing, bookbinding or publishing. It has a name which indicates a connection with the printers' art, but since the first year has devoted itself entirely to the question of advertising. It is an advertisers' journal. There are three or four stationers' journals, the *News-dealers' Bulletin*, of New York, printing the most copies. The leading paper in this line is the *American Stationer*, of the same city; *Geyer's Stationer*, also of New York, comes next. Both are well conducted, and undoubtedly return adequate value to their advertisers. The *Paper Trade Journal*, of New York, is the chief newspaper in that line, with good reading matter and much advertising. There is one paper in Springfield which covers paper, type, books and publishing, entitled the *Paper World*. It is well conducted and is a journal of much value. In lithography there is only one real periodical, the *Lithographers' Journal*, of Philadelphia. Bookbinding is touched upon by the *Bookmaker*, of New York, and *Paper and Press*, of Philadelphia. There are one or two small journals devoted especially to this interest.

On the whole, the journals in this line are by no means as strong as they should be. The printing trade, including publishing, is the ninth in importance in the United States. There are 20,000 newspapers and about 18,000 printing offices. One reason why these special periodicals are not stronger is that the printers and country editors are poor. There are 900 printers in New York City, yet only about 100 of them do enough business to have a dollar to spare. As for the country editors what can be expected from men whose lists run from 200 to 500? The late A. N. Kellogg told me that in the West circulations averaged less than 400, and his principal rival at that time declared that this figure was entirely too much. A second reason why they are not stronger is that most printers and most editors are not reading men, except as they have read before embarking in business. There are now few learned printers, and the skill of the newspaper editor to-day is not in knowing things, but in description. The longer he is an editor the less he knows, except about things which have happened within a few

days. He does not read anything but that which comes without cost, and is consequently unwilling to pay out anything even for valuable journals. Books, except on light literature, remain untouched. A third reason is that each manufacturing house has, to a certain extent, its own organ. It publishes a monthly or a quarterly, in which it addresses its probable customers, and is therefore disinclined to advertise in other journals. As a result, there is no weekly typographical paper addressed to employers and foremen, although many trades much smaller have them.

The two most considerable trades allied to printing, paper and stationery, are cut off from addressing printers. There is nothing to say about paper which interests printers, and little about stationery. They are interested in type, ink and presses. The newspaper trade is now so dissociated from the book and job trade that those who supply web presses do not find it of advantage to use printers' journals. Editors and business managers of daily newspapers don't see these special organs. The sale of presses, ink and type to printers proper in the United States does not exceed twenty millions of dollars a year, the percentage from which that can profitably be devoted to advertising being too small to maintain a number of healthy trade journals. These are the reasons why so few of these periodicals are strong, although the whole trade is immense. It is growing very rapidly. The quantity of printing done in the United States doubles in fifteen years, although the population increases in an equal ratio only in twenty-six. Instead of being the ninth industry, it will soon be the fifth or sixth.

W. W. PASKO.

As a jewel of gold in a swine's snout so is an effective advertisement in a journal without circulation.—*Decorators' Gazette, London.*

Whoso loveth a good business loveth advertising, but he that despiseth fame is an ass.—*Decorators' Gazette, London.*

#### Displayed Advertisements

50 cents a line: \$100 a page: 25 per cent extra for specified position—if granted.  
Must be handed in one week in advance.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

PRINTING INK—Four Cents Per Pound.  
W. M. JOHNSTON, 19 Spruce St., New York.

STAMPS FOR COLLECTIONS—Send for list. E. T. PARKER, Bethlehem, Pa.

## NOTE.

FOR ADVERTISING USE **Houses Point, N.Y.**  
All Home Print. THE COUNSELOR.

## Pacific Coast Agency Wanted

I have been in business in San Francisco twenty years. During this time introduced a great many lines of goods in every Town on the Coast and am desirous of obtaining the agency of a first-class firm, a branch, to handle business West of Chicago or St. Louis. My advertising experience and extensive business connections on the Coast are valuable, which will be attested to by any business firm in San Francisco. References given. Correspondence invited.

J. J. EVANS, 411½ California St.,  
SAN FRANCISCO.

**STORIES BOUGHT.** We buy or sell on commission, original stories, sketches, poems and other choice literature. MSS. reviewed. New writers developed. We can appoint a few correspondents for special newspaper work. **INTERSTATE PRESS ASS'N**, Box 47, Indianapolis, Ind.

**THEY PAY THEM.** So say all our regular customers for **PATENT COIN MAILING CARDS.**

Large circulations pay the advertiser. Our Coin Cards will increase your circulation. Send at once for samples to **ALVORD & CO.**, Detroit, Mich.

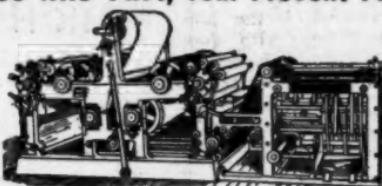
**Arthur's and Peterson's.** \$100  
PER PAGE  
for both Magazines.

F. E. MORRISON, Adv. Mgr.,  
500 TEMPLE COURT, N.Y.

Your Old Press WAS Fast, Your Present Press is Faster,

BUT

THE



"NEW  
MODEL"

....Is the Fastest, NOT in Spurts but ALL the Time....

CAMPBELL PRINTING PRESS AND MFG. CO.,  
884 Dearborn Street, Chicago. 1 Madison Avenue, New York.

## The Press

Largest Circulation of any

Republican Daily in America.

Offices: No. 38 Park Row,

NEW YORK.

**IF YOU WANT**

The Best Interchangeable Plate and Base,  
OR  
The Lightest All-Metal Electrotype,  
ORDER THEM FROM  
E. B. SHELDON CO., New Haven, Conn.

# Medical Ads.

It takes more skill and study, more thought, more time, more knowledge and more concentration to write medical advertisements than to write any other kind.

Anybody can write a medical advertisement. Anybody can run a hotel, or paint a picture, or build a house, but there's a difference. I know something of medicine and something of advertising. I charge \$10 each for medical advertisements—\$50 for a series of six. You can get them done for \$1 apiece if you want dollar ads. "I want your important work."

**Charles Austin Bates,**  
VANDERBILT BLDG., N. Y.

# The Housekeeper, MINNEAPOLIS, MINN.

CIRCULATES EXCLUSIVELY AMONG—  
WOMEN—USUALLY MOTHERS.

The wants of the children, home and the mothers have to be filled. Women, as a rule, are the buyers, even of farm supplies. A manufacturer of wire fences told us that he had proved this, so far as **THE HOUSEKEEPER** readers were concerned. He found it one of the best order-bringing mediums he used. Think of the hundred and one wants of **THE HOUSEKEEPER'S**

123,000 READERS.

HAVE YOU SOMETHING TO  
SELL TO THEM?

New York Office: 517 Temple Court.  
C. E. ELLIS, Manager.

# GRAND RAPIDS DEMOCRAT

13,000  
DAILY!

## Leading Newspaper in MICHIGAN

(OUTSIDE  
DETROIT)

For Prices, Papers, etc., address

H. D. LACOSTE,  
38 PARK ROW,  
NEW YORK.

## Now Is The Time

to send your order  
for the December Number of

# The SILVER CROSS

(the Official Organ of the International Order of The King's Daughters and Sons). Do you know anything about this Order of 400,000 cultivated, energetic and liberal women? Let us send you the November Issue of **THE SILVER CROSS**. Sent on receipt of a postal.

THE SILVER CROSS,  
158 West 23d St., New York.  
Forms Close Nov. 12th.

Do Not Delay!

AT \$1 PER LINE.

PLANT YOUR AD  
IN  
"THE MAYFLOWER"  
AND  
SEE THE DOLLARS GROW

Address JOS. J. DE LONG,  
89 Tribune Building,  
NEW YORK.

160,000 PAID-UP SUBSCRIBERS.

# The Toledo Blade,

TOLEDO, OHIO.

## THE DAILY BLADE

has the largest circulation of any Daily paper published in Toledo or Northwestern Ohio. Over 15,000 average—20,000 Saturdays.

## THE WEEKLY BLADE

is the leading Weekly newspaper of general circulation in the United States. Has always above 100,000 paid-in-advance subscribers.

For Advertising Rates in either edition, address

THE BLADE, TOLEDO, OHIO.  
NEW YORK OFFICE,  
33 TRIBUNE BUILDING.

FOR LARGE  
CHRISTMAS  
MAIL ORDERS  
FROM ALL OVER THE COUNTRY

- USE -

Vickery & Hill List

FOR  
DECEMBER.

CIRCULATION:

1,500,000 GUARANTEED.

ALWAYS PAYS

MAIL ORDER ADVERTISERS.

It is time to think about sending your order and copy, as we commence closing December issues next week.

For any particulars write

VICKERY &amp; HILL CO., Augusta, Maine,

Or 517 Temple Court, N. Y. City.

C. E. ELLIS, Special Representative.

Ohio  
State  
Journal.

Established  
1811.

Leading Newspaper  
Of Central Ohio.

Daily—Circulation 12,750, only morning newspaper printed at Columbus, a city of over 100,000, and reaching by early trains the best portions of Central and Southeastern Ohio.

Sunday—Circulation over 17,000, without a rival in its field, being the only newspaper circulated in Columbus on Sunday that prints all the telegraphic and local news. An especially good medium for classified advertisements.

Weekly—Now issued as a twice-a-week edition, on Tuesday and Friday. Circulation 22,000, chiefly among the farming communities of Central, Southern and Southeastern Ohio, reaching more homes in this region than can be done with any other publication.

OHIO STATE JOURNAL CO.,  
Columbus, Ohio.

*The number of lines of advertising in  
LIFE in October, '94, exceeded those  
in October, '93, by 1,680 lines . . .*

*"While there is Life  
There is Hope."*

*T. F. SYKES,  
Manager Advertising Department,  
19 & 21 West 31st St., N.Y.*

## California Gold.

There is a good deal of it left in San Francisco.

Eastern Advertisers  
can get plenty of California Gold by using

## The Evening Post.

## The Evening Post

has the largest circulation of any evening paper  
West of the Rockies. It is a family newspaper  
and its circulation is principally by carriers to  
homes . . . . . . . . . . . . . . . .

NEW YORK OFFICE,  
RHINELANDER BUILDING.

HUGH HUME, Proprietor.  
F. P. BALDWIN, Business Manager.



## THE LADIES' WORLD

# Dollars for You

in abundance, if you insert live  
advertising in

## The Ladies' World.

Well-to-do readers, clean advertising columns and paid-in-advance circulation are some of the strong features offered advertisers by this popular household medium.

*CIRCULATION OVER*

 **400,000 COPIES** 

*PER ISSUE.*

For estimate, circulation map, etc., address  
the publishers,

**S. H. MOORE & CO., New York.**

## THE LADIES' WORLD

**\$3** —Original price.

**\$1** —Reduction to "a good customer."

**\$2** —Net price to "a good customer."

**\$1** —Further reduction.

**\$1** —Johnston's price to anybody.

130 STATE STREET,  
BOSTON, MASS., TUESDAY, OCTOBER 23, 1894. }

MR. WM. JOHNSTON, to Spruce Street, New York City.

Dear Sir—It may interest you to know our experience with job inks. We had a certain job which required considerable blue ink of a particular shade. We applied to a leading Boston firm for their bottom price for the ink required. They replied that the list price was three dollars a pound, but as we were good customers, and offered spot cash, they would make us a bed-rock, net price of two dollars a pound. We bought one pound of their ink at two dollars, sent you a sample, and obtained from you, at one dollar a pound, an ink which matched it, as near as we could see, in every particular. It certainly worked smoothly, matched perfectly, and we cannot tell by looking at two sheets which was done with the two-dollar ink and which with the one dollar—and we do not believe that the ink manufacturer can. We are glad to give you this unsolicited testimonial, because we believe in praising a good thing when we see it. We are using the four-cent ink obtained from you in place of ink which we had been paying twenty cents for.

Respectfully yours,

MASCOT PUBLISHING COMPANY.

(Per A. M. CUMMINGS.)

Johnston's price **4 CENTS**

Original price **20 CENTS**

Saving effected by buying of Johnston

**16 CENTS**

## ART SHADES

In inks for half-tone use are in great demand to-day. We make a large variety and show a fine line. Furthermore, these inks give no more trouble in running than blacks. It is a satisfaction to be able to put on a form and work it with inks of this kind, without the set-backs met with in other brands.

## IN INKS

Of every kind we can supply you, from cheap news to the expensive carmines. Our object is to furnish the best for the use intended, and at a price consistent with the requirements of the work. Reds, yellows, blues, whites, purples—every color imaginable—are on our list. *What has for sale*

I copy this advertisement of the Buffalo Printing Ink Works. It is all right except the last four words, which I have erased.

The particulars are these. For one dollar a pound I will match any Black Ink of which a sample can be sent me, 25 cents for  $\frac{1}{4}$  pound, \$1.00 for one hundred pounds.

Any Black Ink catalogued by any ink

manufacturer in the world at one dollar a pound or less, I will match and sell in three-pound cans for one dollar a can, or 100 pounds for \$33.33.

For one dollar a pound I will match any "Art Shades" ever made for half-tones,  $\frac{1}{4}$  pound for 25 cents, one pound for one dollar, ten pounds for \$10.

For two dollars a pound I will match any carmine, scarlet bronze, purple or violet ever made,  $\frac{1}{4}$ -pound can for 50 cents, and any other color ever made for one dollar a pound,  $\frac{1}{4}$ -pound can for 25 cents.

No order desired for less than one dollar.

No order filled without the cash in hand before shipping.

**Address, WILLIAM JOHNSTON,**

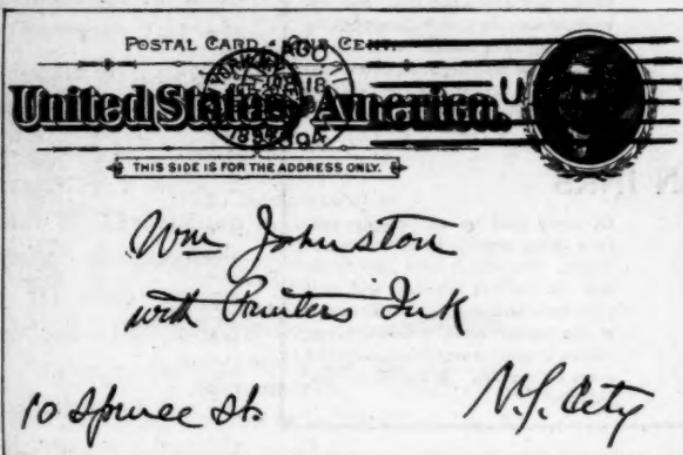
**Foreman of Printers' Ink Press,**

**No. 10 Spruce St., New York.**

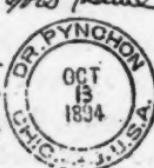
P. S.—I duplicate any News Ink ever made, 500 pounds for \$20, 100 pounds for \$5, 25 pounds for \$1.50. Eight hundred offices are buying regularly of me, each one sending a check with every order.

**It is a Good and Economical System.**

All readers of Printers' Ink act as  
Salesmen for me.



I frequently notice your ad's in Printers' Ink — While I have no use for the inks I am forced to admire the ads. I this day mail Printers' Ink of Oct 10 to a friend who uses ink — His name is Chas C. Edwards and he is a partner in the Roger, Darrow & Bentley Co. of 196 St. Clinton St. this city — He is paying from 18 to 25c per lb.



Carmine, 50 cents for 1-4 lb. can.

News Inks, 500 lbs. for \$20.00.

Address,

**WM. JOHNSTON,**

Manager of Printers' Ink Press,

10 Spruce Street, N. Y.

*To the Advertiser*  
*Seeking an Opportunity*  
- and -  
*To the Publisher of a*  
*Really Important Journal.*

If every advertiser knew at what a reasonable price nearly every good daily would accept a displayed advertisement occupying, say, 11 inches in width and extending across five columns, and 16 inches down the column—something like the advertisement in the New York *Sun* shown in last week's issue of PRINTERS' INK—many a good paper would promptly receive a number of such orders, accompanied by a check, if need be, so that the money might be in hand just as soon as the work was done, or even before.

The publishers of the best and most prominent papers are quite willing to make favorable terms with advertisers for large advertisements, provided the copy or a matrix can be furnished so as to be at hand, and a little leeway allowed as to the day of appearance; particularly if, added to all this, there can be an assurance that the bill will be promptly paid and the advertiser's mouth kept shut as to the price.

If the matter of price could be adjusted quickly and definitely, and at a figure that appears to be at once reasonable and moderate, there are lots of advertisers who would employ good artists to produce such effective advertisements as would interest readers and make the publisher of every live paper glad to have such announcements appear in his pages.

If an understanding could be arrived at about rates without too much figuring and complicating delay, it would come about, in a little while, that there would be not only a good deal of space offered for announcements of this sort, but plenty of advertisers seeking that space at a price that would pay both the advertiser and the publisher.

The principal trouble that has to be contended with in the matter of fixing a rate for a single insertion of a large advertisement is the fact that although publishers are willing to accept such advertisements at a price that is really favorable, they are not willing to allow an advertising agent to quote such a price for them, because that quotation is apt to carry with it annoying complications.

Advertisers are very often willing to buy great spaces and pay even a higher price than publishers would demand, but refrain from making definite offers because they are in the habit of having the terms quoted to them first and being allowed time for consideration. This compromises the publisher if he varies from his schedule rate.

It is not easy to know exactly how this difficulty in arriving at an agreement is to be surmounted, but it is one that I am determined to tackle.

Persons interested are invited to correspond with

**PETER DOUGAN, Manager Printers' Ink Advertising Bureau,  
10 SPRUCE ST., NEW YORK,**

*Some Suggestive Editorials  
from Printers' Ink.*

THERE is no such thing as a market price for advertising space. It might be possible to establish one if enough could be handled in a way that would admit of the buyer obtaining it by a bid, and the delivery could be prompt.

THERE are plenty of advertisers who would buy and use great quantities of advertising space in newspaper columns that now goes to waste if any method could be hit upon for fixing its value and arranging for the delivery of the surplus as it comes into existence. The publisher knows no better how much to ask for it, however, than the advertisers how much to offer.

IF an advertiser ready with his copy could always be at hand to avail himself of a spare page of a paper at a moment's notice, the publisher would often be willing to sell at a price which the advertiser would be more than willing to pay. The difficulty in finding the man, the advertisement, the paper and the opportunity simultaneously makes confidential transactions of this sort rare. The baking powder companies, the soap makers and the washing-powder people could relate experiences in this line that would be interesting.

MANY an advertiser has occasion to regret the tedious negotiations that are necessary to learn the cost of a conspicuous announcement, and secure its insertion without too much delay and without paying more than need be on account of overlooking or being ignorant of some technicality, by which the cost is doubled, when it might have been cut in two, with a result equally satisfactory. On account of these difficulties he refrains from using the papers, to his own loss, and to the detriment of the newspaper as well.

THAT the unsold advertising space which a publisher sees daily going to waste possesses a money value, no one doubts. But no adequate method of disposing of it has ever been discovered. This is largely on account of the difficulty of measuring the quantity and grading the quality.

THE attempt to dispose of surplus advertising space in a newspaper, even when a customer is at hand, is attended with so many difficulties that most publishers of successful journals have found it the wisest plan to insist upon schedule rates under all circumstances, thus avoiding complicated and compromising negotiations.

THERE is no newspaper publisher who has not at times communed with himself on the question whether it would not be possible to dispose of surplus advertising space by some method corresponding to the annual clearance sale by auction, by which manufacturers of silks, cottons and woolens clear off their unmarketed stocks and arrive at a basis for future operations.

THE Rowell Advertising Agency was recently applied to for information as to the cost of inserting in the Boston *Globe* a cut measuring fourteen and three-quarter inches in length and five columns in width. By the *Globe's* rate card the cost of inserting the cut as furnished would be \$66. With border sawn off, however, and replaced by an inverted rule, the matter could appear in the specified space for \$466.50. The price could be still further reduced to \$320 if the advertiser would consent to omit his cut altogether and allow the *Globe's* compositors to set up the matter in their own way.—PRINTERS' INK, Oct. 17th.

The above paragraph illustrates the peculiar character and varying value of advertising space. The same service, apparently, is held at three different prices; the highest being demanded for the form most readily given and least expensive to the newspaper.

SEE OPPOSITE PAGE

FOR A POSSIBLE ELUCIDATION OF THE PUZZLE.

*Some Suggestive Editorials  
from Printers' Ink.*

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I am about to deal with the puzzling questions suggested by the editorial paragraphs reproduced on the opposite page.

Publishers who have perfecting presses and print from stereotype plates can use a paper matrix for large advertisements, and thus save to all concerned the serious items of composition, electrotypes and express charges.

*I will pocket those items personally.*

Publishers of the sort of journals designated are requested to communicate with me. I like to get letters from advertisers, too. I am young yet, and have a good deal to learn, but I rather guess that I have caught on to an idea that has money in it.

ADDRESS

**PETER DOUGAN, Manager Printers' Ink Advertising Bureau,  
NO. 10 SPRUCE ST., NEW YORK.**

“HANDSOME is as handsome does,” and although the Milwaukee Evening Wisconsin is one of the handsomest evening papers printed in the United States, it would not do you any good unless it could sell your goods. The local dealers of Milwaukee use more space, and pay more for it, in the Evening Wisconsin than in any other paper of the State. Who should know the relative value better than they? You like to see your advertisement well printed in a handsome paper. The Evening Wisconsin is a handsome paper, and moreover, what is of greater importance to advertisers, it sells the goods.

The Eastern Branch Office of  
The Evening Wisconsin is at  
10 Spruce St., New York.  
C. H. Eddy, Manager.

ADVERTISERS  
IF YOU AIM TO HIT THE BULL'S EYE  
THE CLEVELAND WORLD  
IS WHAT YOU ARE AFTER  
ADVERTISER  
THE PEOPLE'S PAPER  
OF THE READING PUBLIC.

THE DAILY AND SUNDAY WORLD IS READ CAREFULLY BY THE BEST CLASS

LATEST NEWS, GOSSIP, ART, SCIENCE, MUSIC, DRAMA, SOCIETY AND SOCIAL EVENTS CAN ALWAYS BE FOUND WRITTEN IN A TERSE AND READABLE STYLE.

CHICAGO  
"THE ROOKERY"  
SOLE AGENT  
S.C. BECKWITH  
79 TRIBUNE BLDG.  
NEW YORK  
FOREIGN ADVTG.  
ONE CENT  
ONE CENT  
ONE CENT

ESTABLISHED 1842.

# THE PITTSBURGH POST.

## Daily, Sunday, Semi-Weekly.

### Detailed Statement of Circulation,

SEPTEMBER, 1894.

DATE.	DAILY EDITION.	SUNDAY EDITION.
Sep. 1	41,822	Sep., 1st week
2	50,550	" 2d " 23,988
3	43,062	" 3d " 81,150
4	41,753	" 4th " 34,002
5	43,054	" 5th " 26,388
6	40,948	
7	40,156	
8	55,728	
9	57,350	
10	57,740	
11	49,812	
12	60,554	
13	42,000	
14	41,100	
15	41,180	
16	41,082	
17	44,778	
18	41,074	
19	41,794	
20	42,108	
21	42,946	
22	42,716	
23	45,112	
24	40,626	
25	41,100	
Total	1,107,224	Total 130,238

SEMI-WEEKLY EDITION.		
Sep., 1st week	19,538	
" 2d "	19,382	
" 3d "	20,512	
" 4th "	19,518	
" 5th "	19,510	
Total	137,668	

AVERAGE.		
Daily	44,289	
Sunday	26,048	
Semi-Weekly	19,667	

### JUST FOUR FACTS

demonstrate the value of THE PITTSBURGH POST  
as an advertising medium.

*First*—It is the only Democratic paper in Pittsburgh.

*Second*—It is the leading Democratic paper in Pennsylvania.

*Third*—It has no rival in Western Pennsylvania, Eastern Ohio and West Virginia.

*Fourth*—It circulates in 125 Counties in the three States named, among a class who buy largely, and whom shrewd advertisers love to cultivate.

New York Office: 85 Tribune Building,

N. M. SHEFFIELD, Agent.

# Pittsburgh Chronicle Telegraph.



THE OLD FAMILY PAPER OF  
WESTERN PENNSYLVANIA ::



Sells 50,000 Copies Daily.



C. J. BILLSON,  
86 & 87 Tribune Building,  
NEW YORK.

## ...CAR LOADS of...

HOOD'S SARSAPARILLA

GREEN'S NERVURA

Dr. PRICE'S BAKING POWDER

PASKOLA

DOUGLAS' SHOES

PEARLINE

WARNER'S SAFE CURE

CUTICURA REMEDIES

QUAKER OATS

PERUNA

WOODBURY'S FACIAL SOAP

PAINE'S CELERY COMPOUND

ROYAL BAKING POWDER

SCOTT'S EMULSION

AYER'S SARSAPARILLA

SAPOLIO

CLAIRETTE SOAP

PINK PILLS

LYDIA PINKHAM'S COMPOUND

BEECHAM'S PILLS

DUFFY'S MALT WHISKEY

Madam YALE'S PREPARATIONS

AND MANY OTHER WELL-KNOWN ARTICLES

HAVE BEEN SOLD IN ST. LOUIS  
AND THE SOUTHWEST **WHY?**

**BECAUSE** THEY ARE GOOD THINGS AND HAVE  
BEEN WELL ADVERTISED IN

...THE...

# St. Louis Chronicle!

AVERAGE DAILY CIRCULATION,  
WEEK ENDING OCTOBER 20TH, **92,618**

SPACE INCREASING IN VALUE, BETTER BOOK YOUR ORDER NOW.

**E. T. PERRY,**

Manager Foreign Advertising Department,

53 Tribune Building,  
NEW YORK.

503 & 504 Boyce Building,  
CHICAGO.

# GLOBE

## Reaches People Who Buy The Goods



### WHICH "Purchasing Classes?"

"People who buy goods are divided into three classes:

"The select 10,000, the well-to-do 100,000, and the more or less prosperous million. Nine-tenths of all the fortunes are made from the trade of the 100,000 and the million, because they buy nine-tenths of all the goods which are sold. They are the people also who respond to advertisements, and who buy for cash or pay their bills promptly. The merchant or any advertiser who caters successfully to the 100,000 and the million will get all he cares for of the trade of the select 10,000. They rarely answer an advertisement, and are proverbially slow pay."—STEWART.



The ST. PAUL GLOBE, Daily and Sunday, not only has by far the largest circulation in the Northwest, but reaches the homes of the **100,000** class and the "more or less prosperous million."



Rates or any information furnished by the  
Advertising Agencies or by

**C. E. ELLIS,**

Special Representative of ST. PAUL GLOBE,  
517 Temple Court Building,  
NEW YORK CITY.

# Street Car Advertising



Read what the J. C. AYER CO.,

LOWELL, MASS.,

Write under date Oct. 5, 1894.



"Our opinion of surface car advertising in the lines controlled by you cannot, perhaps, be better expressed than by the inclosed contract, which you will note renews our obligations to you, for space for another year, in your entire list of cars. Your treatment of our contract, during the past year, was all we could ask for, and in every particular satisfactory."



## CARLETON & KISSAM,

50 Bromfield Street, Boston.  
Postal Telegraph Building, New York.

## A Rowland for your Oliver.

We have something that you *need*.

Space.

You can't newspaper advertise without *space*.

Sometimes you buy *good* space and sometimes you buy *bad*.

Some gave them white bread and some gave them brown. Some gave them none at all and drove them out of town.

That's about the size of it.

What you want is a *quid pro quo*. A Rowland for your Oliver. Not something for nothing, but *much* for *not much*. We give you *good* space for your money.

Our papers go to 1,400 *populous towns* in the most *prosperous* States in the *West*. The people who read them are well-to-do, well read, well able to afford what they want. They are far from stingy.

The *West* pays the *best*.

Have you tried it?

Have you tried the *C. N. U.*?

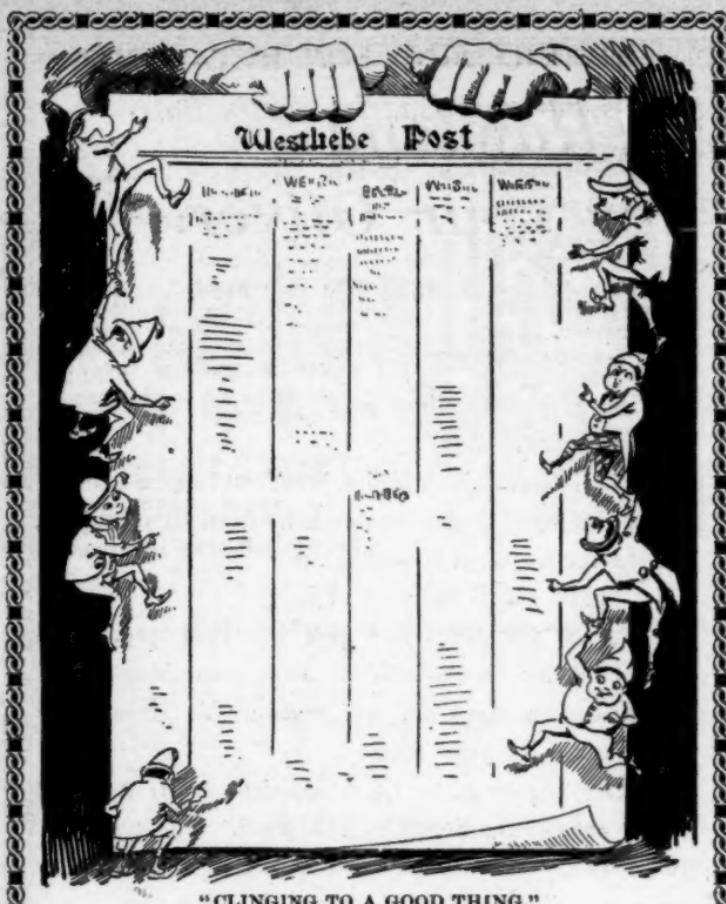
Better let us give you a few more *facts* and *figures*.

---

Chicago Newspaper Union,

93 S. JEFFERSON ST., CHICAGO, ILL.

10 SPRUCE ST., NEW YORK.



"CLINGING TO A GOOD THING."

That is what the Standard Advertisers of America are doing, viz.—"Clinging to a Good Thing" by Ordering their Ads to be Inserted in

# DIE WESTLICHE POST!

## THE PROOFS ARE:

- In the First Place**, its circulation exceeds that of any German Daily West of New York.
- In the Second Place**, its Weekly Edition is unsurpassed as an advertising medium, as it reaches a large and thrifty population which buys.
- In the Third Place**, its rates are extremely fair and liberal when computed by honest circulation.

*Advertising Rates quickly furnished by*

EDW. L. PRETORIUS, Business Mgr.  
W. H. KENTOR, Advertising Manager.

WESTLICHE POST ASSOCIATION,  
St. Louis, Mo.

## ADVERTISING FOR RETAILERS.

*Edited by Charles Austin Bates.*

Retail merchants are invited to send advertisements for criticism and suggestion: to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. PRINTERS' INK is a clearing-house for ideas—this is the retail branch.

MACCALLA & COMPANY,  
Church Printers and Publishers,  
237-9 Dock Street.  
PHILADELPHIA, Oct. 24, 1894.

*Mr. C. A. Bates:*

DEAR SIR—I inclose some samples of our advertisements (some we have reproduced in circular form).

You will no doubt see that to you and PRINTERS' INK we are indebted for many good ideas.

PRINTERS' INK ought to receive the thanks of all newspaper readers, due to it. There is a change being made in the wording and arrangement of all advertisements very pleasing to the eye.

Very truly yours,  
W. A. MACCALLA.

Mr. MacCalla has stated an undoubted truth in the last paragraph of his letter. The attention which has been given to advertising within the last four or five years has certainly improved the quality to a remarkable degree. The advertising of to-day contains more information than it did a few years ago. More of an effort is made to make it interesting and entertaining. More attention is given to the wording, and a great deal more is given to a proper display and illustration.

The old method of leaving the same advertisement in the newspaper from one year's end to another certainly showed very little consideration for the reader.

I have recently had a communication from Mr. W. D. M'Kenney, of Red Bluff, Cal. He lately opened a new store there, and the success of his business has been almost phenomenal. His advertisements have been changed almost, if not quite, every day, and have had a certain snappy distinctness about them that has brought them into glaring contrast with the announcements published by his competitors. The ads of the rival stores are changed once a month, or once in two months if the proprietors happen to think of it. Otherwise they run indefinitely.

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In no place has the improvement in advertising been so marked as in the

magazines. Almost every month, one or more advertiser breaks away from the old stereotyped styles and comes out with something attractive and pretty. The advertising of the future, will, I think, be more like the reading matter of to-day. It will be more interesting and more entertaining and more convincing, because it will give more information, and in a more definite way than now. If you have an interesting story to tell, and people know it from past experience with your advertisements, they will be sure to read them whether they are displayed or not.

Probably the best read advertising in New York City is that of Rogers, Peet & Co., in which there is never a single line of display type. There is an outline cut at the head of the ad, and the talk begins without head-lines of any kind and runs straight through to the end of the advertisement in pica, with the exception of the name and the different store addresses, which are set in nonpareil or agate.

The old style job printer and the old style ad compositor can hardly be made to believe that the advertiser's name should not be the biggest thing in the ad. The name and address, in almost every case, may better be the smallest thing instead of the largest. If something desirable is told about in the advertisement, and people decide that they want to buy it, they will look for the name and address if necessary. It ought not to be so small as to be indistinguishable, of course, but as a general rule, I should say that if the name was set in bold-face pica and the address in bold-face brevier, that would be about as large as it would ever be necessary to make it, no matter what the size of the ad. There are exceptions to this rule, of course, but they are very few. As a general thing, a man advertises for the purpose of selling his goods and not to bring himself personally into prominence. If he has told all he has to say about his goods, there is no need of taking valuable

space for the purpose of putting his name in in six-line pica gothic.

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I have been told that my judgment on advertising novelties was "warped," insomuch as I very seldom see one which I think possesses any advertising value.

If any of the readers of PRINTERS' INK knows of an instance in which there was any positive evidence that the circulation of an advertising novelty brought profitable returns, I would be very glad to publish his experience in this department.

The effort in making an advertising novelty is always to produce something "cute," and the trouble with a great many of them is that they are a trifle "too cute."

I have received from the Autoharp Studio, 38 E. 19th street, New York City, a novelty which is probably as bad as any. It probably cost considerable money to get it out, and its originators undoubtedly thought that it was very "cute." It is. There is no doubt about that. It is just a little bit too cute for anything.

It comes in the shape of a small canvas bag, labeled "Food for Thought." Attached to this is a cardboard tag, on which the address is written. On this is printed, "Don't let the cat out of the bag." Inside there is a circular (very nicely printed, by the way), which says: "We asked you not to let the cat out of the bag, but you have, and we are glad of it. The Autoharp is the most popular musical instrument in the market. Why is the Autoharp popular? We answer in one word: Easy. It is extremely easy to learn to play on the Autoharp, and we will guarantee to teach you in six lessons at our Autoharp Studio. No previous knowledge of music is necessary. We have a full stock of instruments and music on hand. Call and be convinced how easy the Autoharp is played, and how delightful the tone."

That part of it isn't so bad as it might be. "Call and be convinced" is a little bit shop-worn, and was an extremely awkward expression even before it was worn out. Another inclosure in the bag is a little wooden block, with paper pasted around it, wrapped in wax paper to imitate candy. The block is hollow, and inside of it is a little strip of paper rolled up. On this is printed, "You like sweet things?

You would like the Autoharp. It's easy to play, it's easy to buy."

People may like sweet things, and may be they would like the Autoharp if they saw it, or if they had any intimation what kind of an instrument it might be, but I do not believe anybody likes to be fooled. The better the novelty is, the worse it is. If the block looks very much like candy, people will be just so much more disappointed when they take off the paper and find that it is not. If the Autoharp people had actually sent out a nice, delicate, palatable piece of candy, they would have done a great deal better advertising. That sort of trick might possibly put people into a good humor. I know several people on whom it would have had that effect. If the Autoharp people accept the suggestion, I hope they will remember my address.

The most conspicuous fault in this whole scheme is that it does not tell what the Autoharp is. There is a wood cut printed on one side of the tag, which I happen to know represents an Autoharp, but it is fair to suppose that a great many people do not have even so slight an acquaintance with the Autoharp. It wouldn't do any harm to tell again the people who do know something about it. The Autoharp is a low-priced instrument, or, at least, there are Autoharp which are low priced. In the circular, the range of prices ought to be given, and it ought to tell just exactly what the Autoharp is. The Autoharp is also advertised in an ineffectual way in *Harper's Magazine* for November. A full page is occupied, and yet nothing is told about the instrument. There is a picture of it and a statement that it is "easy to play, easy to buy," which, of course, is quite cute and cunning, but I do not believe that it will sell Autoharp. I am very strong in the belief that the way to sell goods is to tell people about them, and all about them, as nearly as possible. The more nearly you can come to making people see the goods, the more likely you are to get purchasers.

I know, from experience, that this is true in retail advertising. I know that, in a dry goods store, goods may be sold by giving an accurate and glowing description of them, whereas the mere statement, "a handsome line of all-wool dress goods, 52 inches wide, at \$1.50 a yard," would not move a yard in a year.

*For Clothing.***THE**

opening of our new fall stock to-day marks an era in the clothing history of Missoula. It is proof positive that there is a need of a clothing store here that would sell good goods—and sell them cheap. And it also proves that the American people don't care a

**FIG**

where they buy their clothes nor who they buy them of, if they get the right goods and right prices. And it also proves that the American working man is not to be bought with a picture card. We firmly believe that we are selling more suits—more pants—more garments if you will, than any other concern in Missoula. A

**LEAF**

torn from the history of the past two years shows that we are the only clothing house of any magnitude that has opened in the country, without the aid of a brass band or a can opener. We began business in a business-like manner. We began to sell

**TAILOR**

made clothes at half tailor's prices. We began to sell "Ready-to-wear" clothes, that will wear, for a good deal less than you have been paying for satins and shoddy garments. We began to cut hat store prices right in two, and shoe

**SHOP**

prices were not in it with ours—and to day we number our regular customers by the hundreds and thousands. We have never bought any man's trade. People have traded here for the one sole reason that they found it paid. Have you found it out yet? To day's our opening day. It's a good day to see how we do business. You're invited.

— **SCHILLING'S CLOTHING EMPORIUM,**  
FRONT ST., MISSOULA, MONTANA.

*For any business—(By W. D. McKenney).***Where Quality****And Economy****Join Hands****There You Will Find**

**a True Value That Is  
Worthy of Attention.**

These words tell the whole secret of our endeavors. Not to furnish you quality at a high price; not to furnish you low figures by sacrificing real worth; but to so link together virtue and reasonableness as to strike the happy combination which is called perfection.

With this object before us, and the determination to steer our business clear of the deceptions which are so frequently practiced by many in these latter days of merchandising, we offer you an opening sale of remarkable importance.

Every item here is stated in all candor as it really is; every worth is truthfully represented.

*For a Laundry—(By R. L. Curran).***SHORT OF SHIRTS?**

Lightning laundry work rotted the fibres? Chlorine cleaned clothes are clean—what's left of 'em—chlorine's really the mighty powerful stuff that eats off dirt and part of the cloth in most laundries.

**SOAP SUDS SCOURED**

clothes in our scheme. It takes more time, pains, cost. You get all of what you sent us except the dirt. We are careful in every way; bend your collars correctly—so they don't crack at the bends. Our slightly higher charges make a profit for you in the end.

*For a Periodical—(By E. French).***A****Woman's  
Approval**

Counts! *Ecce.* We want a woman's approval. What woman's? Yours, Madam. It is that, precisely, for which every man in our establishment is laboring cheerfully and persistently. And these same men are chosen solely and wholly because of their pleasing abilities and their probable talent for pleasing you. Suppose you gave a dinner or an evening, its success and your satisfaction would be in proportion to the graces and bright intellects of the guests, and your skill in drawing them out. The success of your home depends on the attractions you bring into it. In *THE WEEKLY HOME HELPER* you will find a guest who has on tap at your bidding the choicest efforts of many bright writers, on subjects interesting to you and your household. Send it one invitation and it will appear at \$2 of your evenings, always in good humor, always entertaining. \$2 a year. Let us send specimen.

**The Home Helper.***For Cigars—(By E. French).***Poetic Approval.**

"O finer far than fame or riches  
Are the graceful smoke wreaths  
of this free cigar."—  
GEO. ARNOLD.

The poet had in mind a weed similar to our

**Havana Pride Cigar,**

which is made, wrapper and filler, of Havana tobacco, from Havana—not from West Virginia or Timbuctoo! Many of the domestic wrappers look better, burn better, and put on easier, but all of them flavor the filter more or less.

The **HAVANA PRIDE** costs more than a 5-cent piece. It costs 10 cents; always "straight," and is worth it straight.

**BILKINS TOBACCO CO.**



The papers that have ordered  
advertisements in

# The Year Book Edition

... OF ...

**PRINTERS' INK,**

ISSUE OF

## November 28th,

are found to be those that have an  
interesting story to tell.



# PRINTERS' INK YEAR BOOK

WILL BE ISSUED ON  
**WEDNESDAY, NOVEMBER 28th.**



Advertisements in position opposite reading matter (if received in time) are inserted at \$100 a page. Opposite the State or Class lists in which the paper belongs (if received in time) at \$125 a page. Opposite the name of the paper (if received in time) at \$150 a page. Half page advertisements cost one-half the price of a full page. Quarter page advertisements cost one-fourth the price of a full page. A colored inset, printed on both sides, will be inserted for \$200, if 21,000 of them are promptly furnished.

Avoid  
Being too  
Late .....

**Ours is  
the only advertising agency in New York City  
that is actually**

# **BUSY**

although others are doing something. The reasons why we are more busy than others are several.

It begins to be noted that our customers get the best places in the PAPERS.

That is partly because we pay publishers' bills more promptly than any other advertising agency now or ever before in existence.

One other reason is we are the only advertising agents that advertise regularly in PRINTERS' INK. In that way we catch the wide-awake advertiser.

They do say, too, that our people get up better advertisements than other people do. However that may be, we don't make them half as good as we intend to make them in the near future.

Advertisers are invited to come and see us. We have been in business thirty years, but the old fogies of the concern don't run this end of the business now.

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For information about advertising,  
call or address

THE GEO. P. ROWELL ADVERTISING COMPANY,  
No. 10 Spruce St., New York.